

The Dennis DeLeon Sustainable Leadership Institute

EVALUATION REPORT 2013-2014

Produced by HEARD

HISPANIC HEALTH EQUITY: ACTION DRIVEN RESEARCH & DEVELOPMENT



THE LATINO COMMISSION ON AIDS



"I really did get a lot out of the participation last year. My experience was a validation of all the work that has been happening the last couple of years"

"We need people, believe me, in the south. We need to be a family, we need to get more programs together, offer more services to our community"

"I like that you guys were here. People from LCOA were here to help and I like that. It's very important that organizations and people like me here have presence."

"When the decision of being in the institute came, I took it seriously because I need tools to see what other people are doing."

"I learned things that I need to learn, basically how to empower mentees to briefly share their perspectives and insights."

Comments from the 2013 Participants

Executive Summary

From the early days of the HIV/AIDS epidemic, it has been argued and fundamentally accepted that strong leadership is crucial in reaching an eventual world without AIDS. On July 13, 2010 the White House unveiled the National HIV/AIDS Strategy (NHAS) for the United States (The White House Office of National AIDS Policy, 2010) in which leadership development is cited as integral part of addressing HIV in the United States. To help develop a group of new Latino/Hispanic leaders in the growing southern region of the United States, the Latino Commission on AIDS, with funding support from the Ford Foundation, designed, developed and implemented the Dennis DeLeon Sustainable Leadership Institute. In order to improve upon the Institute Implementation of 2013, we conducted both qualitative and quantitative process and outcome monitoring activities regarding the institute. We looked at change in comfort; satisfaction; and likelihood of future action.

In 2013, the Latinos in the Deep South program brought together members from the previous two cohorts to continue their leadership development in the form of mentoring one to three new individuals; as well as continued knowledge enhancement. Past participants were asked to expand their community networks by becoming leadership mentors to new community partners. There were a total of 15 participants in the third Dennis De Leon Sustainable Leadership Institute.

There were five key takeaway findings that emerged from the assessment:

1. Across all webinars, 96.6% rated their satisfaction with the webinars as either satisfied or as extremely satisfied.

2. Overall, participants noted that they wanted more communication and discussion during the webinars and amongst the participants.

3. The participants found the mentorship experience to be invaluable and there is a thirst for more networking amongst the Latinos that are in the south. There is thirst to share their stories.

4. The participants, overall, felt supported by the Commission. There is a sense of continued mentorship and connection amongst this cohort of participants: 100% of the face-to-face summit participants noted they will stay in touch with one another; and 63% noted they would teach others how to tell their stories.

5. For the face-to-face summit, 100% reported satisfaction with the event and that their learning experience was good or very good. Every single presenter was rated as good or very good demonstrating a wide breath and caliber of the expertise brought to the summit.

TABLE OF CONTENTS

Participant Quotes	02
Executive Summary	03
Introduction	05
Implementation	06
Methodology	10
Results	10
Discussion	14

INTRODUCTION

FROM THE EARLY DAYS OF THE HIV/AIDS EPIDEMIC, it has been argued and fundamentally accepted that strong leadership is crucial in reaching an eventual world without AIDS. On July 13, 2010 the White House unveiled the National HIV/AIDS Strategy (NHAS) for the United States (The White House Office of National AIDS Policy, 2010) in which leadership development is cited as integral part of addressing HIV in the United States. As noted by Greg Szekeres and colleagues in 2008, "the development of effective leadership structures is critically important to strengthening social justice and promoting human rights in all aspects of the HIV/AIDS response." In that vein, Latinos accounted for 17% of the US population in 2011, Latinos accounted for 21% of new HIV infections in 2011 and 17% of people living with HIV disease. Latinos also accounted for 20% of new AIDS diagnoses in 2011. Furthermore, it is estimated that the Latino community will double in size over the next 40 years and will comprise more than 30% of the United States population by 2050. In a recent OpEd piece on the Huffington Post, Darío Collado, Program Manager of the Latino Leadership Initiative at Harvard's Center for Public Leadership noted "The state of Latino leadership in the United States has been up for debate for some time. It is true that more Latinos are rising to leadership positions but a sense of Latino leadership or influence at the national level has not yet been realized."

To achieve a decrease in HIV/AIDS in the US Latino population, we will not only require improved biomedical and psychosocial interventions, but also strengthened community involvement. Since 2003, the Latino Commission on AIDS (the Commission) has spearheaded efforts to raise awareness of the emerging Latino population in the South and the need for continued development of Latino leadership. Latinos in the Deep South program at the Latino Commission on AIDS aims to build local leadership, develop networks and coalitions, enhance knowledge, cultural competency and infrastructural systems, as well as spur actions to address the needs of the emerging Latino/Hispanic population in the Deep South. To help develop a group of new Latino/Hispanic leaders in the growing southern region of the United States, the Latino Commission on AIDS, with funding support from the Ford Foundation, designed, developed and implemented the Dennis DeLeon Sustainable Leadership Institute. Dennis DeLeon was an American human rights lawyer, HIV/AIDS activist and Latino community leader. He served as New York City human rights commissioner and later became president of the Latino Commission on AIDS. In 1993, deLeon became one of the first New York City officials to disclose publicly his HIV status when he wrote My Hopes, My Fears, My Disease published in the New York Times solidifying his stature as an exemplary leader with vision and political will. The Institute hosted its first cohort of emerging leaders in April, 2011. Thus, the cohort of 2013-2014 represents the third cohort of the Leadership Institute.

This report reviews the methodology and evaluation results of the Dennis DeLeon Sustainable Leadership Institute conducted by the Commission.



IMPLEMENTATION OF THE DENNIS DELEON SUSTAINABLE LEADERSHIP INSTITUTE

FROM 2011 THROUGH 2012, the Dennis DeLeon Sustainable Leadership Institute implemented two cohorts. Each cohort representing different grouped states from the Deep South. In 2008, Greg Szekeres and colleagues put forth in their evaluation of leadership development, that leadership trainees "need to be networked with alumni from their own programmes, with sources of support in their own communities and with leaders from other communities." As such, the Latinos in the Deep South program brought together members from the previous two cohorts to continue their leadership development in the form of mentoring one to three new individuals; as well as continued knowledge enhancement. Past participants were asked to expand their community networks by becoming leadership mentors to new community partners. Of the 21 total participants from across both previous cohorts, 7 graduates (33%) returned. This mentorship component is key for the Latinos in the Deep South Program; not only do we want to encourage leadership but to help individuals foster it among others. Thus, there were a total of 15 participants in the third annual Dennis de Leon Sustainable leadership Institute.

OVERALL PROGRAM OBJECTIVES

• To enhance the leadership capacity and understanding of a group of students committed to serving the Latino community;

• To help participants form a strong and durable bond among themselves and with other leaders;

• To inspire participants to view their own possibilities for leadership and professional achievement as limitless.

IMPLEMENTATION

Throughout this new cycle of past graduates and new mentees, we focused on several areas: Medicaid expansion, Immigration, the Affordable Care Act and HIV Criminalization. There were a total of eight webinars with numerous expert guest presenters (see Table below). Furthermore, the Director of Community Organizing, Ms. Judith Montenegro conducted a total of fourteen individualized coaching sessions with the Institute participants (both graduates and their mentees). Coaching sessions covered tracking of efforts, advocacy types, and promotional efforts. After the webinars, participants were to create a project that included media products and promoted some form of advocacy. The Latino Commission on AIDS offered a small seed stipend of \$500 to each group (graduate and mentee) to help offset production or local travel costs.



Date	Title	Topics Covered	Presenter
May 21,2013	Welcome Back!	Introduction & General Infor- mation	<i>Erik Valera & Judith Montenegro</i> Latino Commission on AIDS
June 4, 2013	Understanding Immigration and its Many Paths	Legal & Illegal Immigration, Federal & State Politics	REBECCA LEBER- Reporter/Blogger of Think Progress JACKIE VIMO- Director of Advocay for the NY Immigrant Coalition
June 18, 2013	Non-Traditional Partners & Serving Marginalizaed Populations	Expanding Collaborations & Sensitivity to Barriers with Forgotten Populations	<i>Tessie Swope Castillo</i> - NC Harm Reduction Coalition Program Coordinator
July 2, 2013	Advocacy 101- Effectiveness & the Need to be Commu- nity Advocates in the South	Developing Strategies & Mea- suring Outcomes of Advocacy Work	<i>IRENE GODINEZ-</i> Director of Public Affairs for Planned Parenthood: WV, VA, NC, SC
July 16, 2013	Health Care Reform & Latinos, Part I	The Affordable Care Act and Latinos, Looking to 2014	<i>MAYRA ALVAREZ-</i> Director of Public Health Policy in the Office of helath Reform at the Dept. of Helath & Human Services
July 30, 2013	Health Care Reform & Latinos, Part 2	Ryan White, Medicaid Expan- sion & Your State	<i>Erik Valera</i> - Director, Latinos in the Deep South
August 13, 2013	HIV Criminalization & Effective Ways to Reduce Stigma	Developing Strategies Into Programs to Reduce Stigma, a Review of HIV Criminalization in Your State	<i>Ivan Espinosa Madrigal-</i> Legal Director of the Center for HIV Law & Policy
August 27, 2013	Conclusion & Final Project Presentations	Open Space to Discuss Final Projects	All participants presented on their upcoming projects



IN MARCH 2014,

the participants were invited to attend the Dennis De-Leon Institute meeting in Alabama. It was a three-day event centered around "raising our voices"

See agenda listed below

MARCH I2TH	Time	Description
Working Lunch	12:00 pm	<i>OPENING REMARKS</i> Mirima Vega, Vice President & Erik Valera, Program Direc- tor of Latinos in the Deep South <i>ICE BREAKER</i>
Advocacy Workshop	2:00 pm	<i>"Sharing Stories with Purpose"</i> Judith Montenegro, Director of Community Organizing for Latinos in the Deep South
Sweet Home Alabama: Legislative Visit Rundown	3:00 pm	"Sexual Health Education, Medicaid Expansion and AIDS Drug Assistance Program" Judith Montenegro, Director of Community Organizing for Latinos in the Deep South
Break	3:50 pm	SNACKS PROVIDED
Skyping with a Representative: Naomi Gonzalez of Austin, TX	4:00 pm	FAQ's & Best Practices for Legislative Visits
Hotel	5:30 pm	CHECK-IN TO HOTEL, FRESHEN UP
Dinner	6:45 pm	Debrief, Dinner On your Own
MARCH I 3TH	Time	Description
Breakfast	7:00 am - 8:15 am	HOTEL LOBBY, ON YOUR OWN
Meet in Lobby	8:15 am	TRAVEL TO AIDS ADVOCACY DAY: LEGISLATIVE VISITS
Box Lunch	12:00 pm	Meet & Greet with Representative Thad McClammy & Representative Bery Forte
Return to Hotel	2:00 pm	Short Break- Snacks Provided
Debrief	2:30 pm	R efelct on Legislative Vistis and Advocacy Day
Blog Writing Workshop	3:00 pm	"BLOG WRITING & PUBLIC HEALTH MESSAGING" Miriam Vega, Vice President
Repealing HB 56	4:00 pm	<i>Moderated Discussion by Erik Valera with QA</i> : Attorney Samuel Brook of the Southern Poverty Law Center & Zayne Smith of Alabama Appleseed

Break	5:30 pm	SNACKS PROVIDED
Dinner	6:15 pm	TRAVEL TO DINNER, ON YOUR OWN
MARCH 14TH	Time	Description
Breakfast	7:00 am - 9:30 am	Breakfast at Hotel, On your Own
Opening Remarks in Conference Room	9:30 am	<i>"Looking Back & Moving Forward"</i> Mirima Vega, Vice President & Erik Valera, Program Direc- tor of Latinos in the Deep South
Houston Cohort	10:00 am	Presentation & Review: Steven Vargas, Jeffery Benavides, Cynthia Aguires & Evelino Escamilla
Break	10:45 am	SNACKS PROVIDED
Dallas Cohort	11:00 am	Presentation & Review: Cora Giddens
Break & Lunch	11:45 am	Boxed Lunch
South Carolina Cohort	12:45 pm	Presentation & Review: Denise Rivera & Miguel Rullán
Alabama Cohort	1:15 pm	Presentation & Review: Jean Hernandez & Miriam Villanueva
Final Remarks	2:00 pm	Awards Ceremony & Evaluations
Airport Transport	3:00 pm	

THE FIRST DAY consisted of a series of presentations around specific Alabama Issues and the function of storytelling in advocacy efforts. The first day also served as a way to practice key talking points for the following day's legislative visits. Built upon our previous relationship with Representative Naomi Gonzalez from Texas, who participated in our Texas Training Institute in Austin, she attended via tele-conference our summit where she provided advice on how to conduct legislative visits

The second day consisted of two sets of legislative visits to local state Alabama representatives. The morning legislative visits were to Representative Berry Forte and Representative Thad McClammy and were led and conducted by the participants. Thereafter participants debriefed and attended the Alabama AIDS Awareness Day Advocacy luncheon and march to the capitol. After raising their voices on the steps, participants returned for a series of presentations on blogging and the repeal of HB 56 from the perspective of an on-the-ground attorney and a community organizer who worked on building a coalition for the repeal.

THE LAST DAY of the meeting, participants (graduates and mentees) presented their projects before the groups and two local expert reviewers who were Mr. Michael Murphee, Executive Director of MAO and Dane Petterson, Program Director for the Southern AIDS Coaltion. The reviewers provided written and verbal feedback.



PROCESS AND OUTCOME MONITORING METHODOLOGY

The Latino Commission on AIDS developed and implemented the following assessment methodology. Participants were asked to complete a pre-test of knowledge and comfort with leadership and advocacy efforts. There was also a post-test that followed at the end of the webinar series. For every webinar, there was a process monitoring survey that participants were asked to complete. In order to get a more qualitative sense of the project's progress, participants (including mentees) were interviewed by an evaluation team member at the Latino Commission on AIDS. Lastly, process monitoring surveys were administered at the end of the three-day face-to-face meeting in Alabama. Thus, there were multiple points in which data was collected in order to assess and improve upon the Institute's implementation.

PROCESS AND OUTCOME MONITORING RESULTS

Below we provide the process and outcome monitoring results. The process data are centered around the logistics of the three major events of the Dennis de Leon Sustainable Leadership Institute: webinars, participant projects, and the face-to-face meeting. The outcome data is couched within the program objectives.

A. **PROCESS**

Process data gives us a sense, as a program, the perceived quality of services and the utilization of the provided services by the participants.

1. Webinars and information dissemination: At the end of each webinar, there was a process monitoring survey that participants were asked to complete. The survey asked about rated satisfaction, topic work-relevancy, the webinar format and process, and the rated abilities of the presenters. Overall, 93.4% across the webinars reported that it was easy or very easy to register for the webinar sessions. In terms of the interactive nature of this distance learning technology, 86.7% found it easy or very easy to use the interactive features, such as "chatting" and "raising hand". Further, 96% noted webinar technology is an effective learning tool; more so for the participant than for their organization. Across all webinars, 96.6% rated their satisfaction with the webinars as either satisfied or as extremely satisfied. Furthermore, 93.4% rated the clarity of the learning objectives for the webinars as either good or very good. One of the lower rated items was the relevance to work responsibilities.



In terms of the materials and their presentations, participants were fairly satisfied, with 96.7% noting across the webinars that the materials that were presented were useful; additionally 100% of participants reported the pace and clarity as "good" or "very good." Furthermore, during the interviews some of the participants noted that it would have been of benefit to them to get more webinar-accompanying materials that would act as supplements to the presented information. One participant noted that they would like to see more blurbs regarding the links that are sent out (in the newsletter etc.) so that they can make an informed decision as to whether to click on a link.

In terms of the level of interactivity during the webinar, we asked participants to rate how good the chats and discussions were. Overall, there appears to be a thirst for more interaction during the webinars. While participants found it easy to follow discussions, as well as an appropriate space for questions, it appears it was more difficult to actually ask questions, whether via phone or chat. In the interviews, participants noted that the presenters should make more attempts to engage participants with a set of rich questions that can lead to deeper discussions. Some noted wanting a richer dialogue or exchange between the director of community organizing and the presenters.



2. *Projects*: In order to understand how the participants undertook the projects, including what were the relationships between graduates and their mentees, we conducted interviews with the participants. Across the interviews, the participants were excited to be part of the Dennis de Leon Institute and in particular they were excited about the mentor and mentee relationship. The previous graduates recognized that mentoring was the next logical step in their growth as a leader.

Many noted that they were unclear as to the project goals and parameters and needed a bit more guidance. Almost all did note, that the director of community organizing (the one coordinating and implementing the Institute) was quite approachable and open to receiving phone calls and emails. The participants also expressed high regard for the Commission and the work that it does. A few noted that because of their role as a Latino in a Latino-emerging state, they needed funds to do their projects or more flexibility with the timing of the projects. Because of the "minimal instructions" provided to the participants, many were able to run with their own ideas and others were a bit stymied. However, they all seemed to have hit their stride with the projects. Overall, the interviewees noted that their experience in the Institute was "thoroughly enjoyable."

In the interviews, participants also noted that the Commission was very supportive. One highlighted the fact that when they called the Commission to get some help on putting together an abstract, the Commission team "took time to help me." They noted how encouraging it was that the Commission would take the time to help out a participant in such a way. Several also noted that they greatly appreciated the face-to-face meetings that the Director of Community Organizing did as she went to the various states to do one-on-one coaching sessions around the projects. That level of "personalismo" was highly noted.

Overall, the participants expressed feeling special in the eyes of the Commission.

3. Face-to-face Meeting Summit: Participants were asked to complete an evaluation form at the end of the summit. Because several people left during the second day, the evaluations do not represent everyone that attended the face to face meeting. Of those that completed the evaluation survey (N =7) 100% reported satisfaction with the event and that their learning experience was good or very good. Every single presenter was rated as good or very good demonstrating a wide breath and caliber of the expertise brought to the summit. Furthermore, 88% of the participants noted that the topics were relevant to their work.

It was quite evident at the face-to-face meeting that there was a deep thirst for networking amongst the participants. They were eager to share their life stories and to hear the stories of others. There were ebbs and flows in the participant energy levels. Almost all noted that they would have liked more breaks in between the sessions/presentations. Furthermore, for some of the participants traveling and going in to a full afternoon of workshops on the same day may have been a bit tiring. There was also some confusion as to how the legislative visits were to occur and during the luncheon many of the participants were unclear as to next steps. A few noted they would like to have had more information on the agenda beforehand (including the legislative visits and the critiques). A couple of participants at the summit noted they would like to have received more mentoring from senior staff at the Commission and seen senior staff more involved in the summit which would go in hand with the mentoring and storytelling theme. Despite these issues and suggestions, 63% noted they were very likely to do another legislative visit in the future and stay in contact with the Commission.

Participants noted that several aspects were very beneficial such as networking with others, learning to tell and story and "bearing witness to the growth." As part of the networking, one participant noted they would like to have received the bios and contact information of their peers.











B. OUTCOMES

In trying to understand some of the more immediate outcomes of the leadership institute, let us review again the proposed program objectives:

• To enhance the leadership capacity and understanding of a group of students committed to serving the Latino community;

• To help participants form a strong and durable bond among themselves and with other leaders; and

• To inspire participants to view their own possibilities for leadership and professional achievement as limitless.

1. **CONFIDENCE:** Before the webinar sessions began participants were asked to complete a "pre-assessment" of comfort with differing aspects of leadership and policies in the south. They were also asked to complete several knowledge questions pertaining to leadership to assess precourse knowledge and provide us with a baseline. To which we could compare at the end of the Institute.

There were 7 participants that completed the pre-assessment and there were 4 participants that completed the post-assessment. Therefore, statistical measures of comparison were not computed. However, review the graph below for key striking points for comparison in terms of percentage numbers who note confidence with certain advocacy skills pre and post assessment. At the pre-assessment many expressed some degree of confidence with identifying barriers to accessing HIV service for Latinos, raising public interest, collaborating with local and non-traditional leaders, and advocating on access to healthcare for Latinos. However, at pre-assessments many were reportedly less confident with advocating on HIV criminalization and immigration reform, as well as collaborating with elected officials. Post assessment, of the four that answered the survey, there was a larger percentage expressing comfort with all areas.



2. **LEARNING EXPERIENCE AND ENHANCED KNOWLEDGE.** Across the webinars, 96.7% rated their learning experience as good as very good. In the interviews regarding the project and their experiences to that date, many noted that they found the webinar session on Health care reform / ACA really helpful and informative. Further, one of the interviewees noted that when they met up with their mentee at various meetings, their mentee demonstrated that he/she had absorbed the webinar information.

3. **MENTORSHIP AND DEVELOPING NEW LEADERS.** In the interviews, many noted that the mentoring experience was fruitful but could be improved upon. Several already had strong relationships with their mentees and others were working with a mentee that had time restrictions. They were finding their footing making them aware of what leadership qualities they bring to the table. In recruiting their mentees, they all relied on telling the story of their previous participation in the earlier cohorts. They relayed what they had learned and talked about how this was a way for them to work together.

The experience of recruiting mentees and becoming mentors was one of learning. Mentors and mentees learned to reconcile work schedules, project objectives, and general work interests to fulfill the requirements of their capstone project. Some mentors chose to work with people working in non-traditional or non-health related professions thus implementing their leadership skills to access communities that otherwise would not learn about HIV/AIDS. During a coaching session, a mentee shared a personal account about meeting someone living with HIV/AIDS prior to working with us. The mentee stated that this experience not only provided him the education surrounding HIV/AIDS but also led him to be a more compassionate person.

When asked what they believed about the long-term prospects of working together (mentees and graduates), many seemed optimistic. One noted "that was a wonderful experience. It would be great if we could get something like this program in Mexico." Another noted "we will be further involved together and have a much stronger voice together as Hispanics." The institute was presented by the participants as a model of teamwork and as a way to unite Latinos in the field. Lastly, 100% of the face-to-face summit participants noted they will stay in touch with one another; and 63% noted they would teach others how to tell their stories.

DISCUSSION

There is grand goodwill and feelings about the Institute amongst the participants. One participant noted "I hope to do it again someday. And I'd like any future projects that may come up to have me be a participant again." Another noted "I think you have a great concept with the Dennis de Leon Institute and I think the time is now to reach more people. " The mentorship component was widely lauded and appears to have been invigorating to the participants. It would be of great benefit to the participants and the Commission to create a system going forward where the participants across all cohorts can still interact and learn from each other. There seems to be a desire for more policy information and tools to help address polices. One participant noted in their webinar evaluation that they felt empowered when the presenter noted that they can effect and change policies and laws. More such case studies would be useful going forward.

Across all events and evaluation methodologies, participants consistently noted a desire for more communication and interaction amongst the participant. In considering the webinars, such an outcome monitoring result is fairly common across webinar sessions by different providers as webinar technology is still fairly nascent in a field predominantly driven by face-face interaction. Because there are major changes occurring nationally in terms of how HIV prevention programs are being funded (more targeted) and how HIV/AIDS knowledge is enhanced, and there is an overall need to bring all partners, together to learn from each other and to better serve the community; going forward there needs to be more emphasis on making technology use more interactive and to the collective benefit of the field.

This year, NLAAD will continue with the theme of "Commit to Speak" with an enhanced focus in high incidence areas and with more role models from the Latino gay community. It will serve as a potential great opportunity for our past participants (both graduates and mentees) to collaborate on how they can commit to speak up and out.

ACKNOWLEDGMENTS

The Commission would like to thank the Institute participants who work hard day in and day out on behalf of Latino communities in the Deep South. We also acknowledge the work and dedication of the numerous partner organizations that helped present at the webinars and who helped review the institute projects.

Dennis Deleon Sustainable Leadership Institute



Latino Commission on AIDS www.latinoaids.org

HEARD INSTITUTE www.handsunitedcba.org mvega@latinoaids.org 212-675-3288



