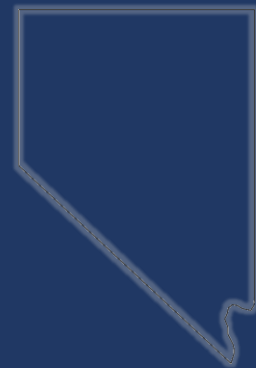


NEVADA COMMISSION ON MINORITY AFFAIRS

Strategic Plan FY2023



Department of Business and Industry
Office of the Director

NEVADA COMMISSION ON MINORITY AFFAIRS

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The Commission

Mission

The Mission of the Nevada Commission on Minority Affairs (“Commission”) is to advocate for and to provide a voice to minorities residing in the State of Nevada in matters relating to areas including, but not limited to, education, housing, employment, civil rights, health, political empowerment, and economic development.

Purpose

The purpose of the Commission on Minority Affairs is to be the central advisory body coordinating discussion and study of issues affecting minority Nevadans. These areas include, but are not limited to, education, housing, employment, civil rights, health, political empowerment, and economic development. The Commission also considers and facilitates legislation, funding sources, and community organizations geared toward making measurable improvements, in those areas which will raise the quality of life among Nevada’s minority community.

By-laws

The Commission shall, within the limits of available money:

1. Collaborate with subject matter experts, organizations, and partners to identify sources, solutions, case studies, or data sets that demonstrate a positive growth, increase in achievement, and impact of success rates of minorities residing in the State of Nevada;
2. Collaborate with subject matter experts, organizations, and partners on matters affecting the social and economic welfare and wellbeing of minorities residing in the State of Nevada;
3. Collect and disseminate information data, information on activities, resources, programs and essential services available to minorities in the State of Nevada;
4. Observe and be informed of the Nevada specific industry trends on the:
 - a. Practice of diversity, equity and inclusion in the workplace for minorities in the State, and the manner in which minorities are employed;
 - b. Manner in which minorities can be encouraged to start and manage their own businesses successfully in the Nevada small business ecosystem; and
 - c. Availability of affordable housing for minorities
5. In cooperation with the Nevada Equal Rights Commission, act as a liaison to inform persons regarding;
 - a. The laws of this State that prohibit discriminatory practices; and
 - b. The procedures pursuant to which aggrieved persons may file complaints or otherwise take action to remedy such discriminatory practices;
6. To the extent practicable, strive to create networks within the business community between business growth, scalability, and awareness of funding resources for minority business;
7. Analyze the information provided in the employment of plans and reports for a redevelopment project submitted pursuant [NRS 279.6093](#), [279.6097](#) and [279.60993](#)
8. Advise the Governor on matters relating to minorities and of concern to minorities; and
9. Recommend proposed legislation to the Governor



Strategic Initiatives & Goals for FY2023

Commission's Communication

Goals:

- Increase communication between Management Analyst and Commissioners to ensure Commission duties, activities and tasks are conducted as established per NRS and By-laws
- Improvement of monthly reports on record during public meetings and written

Responsibility: Management Analyst and Commissioners

Action Steps:

- Both Commissioners and Management Analyst must engage actively in finding ways for best communication practices to ensure each subcommittee is working towards goals established by this document
- Events attended on behalf of the Commission must be reported to the Management Analyst so that information can be included to the monthly report submitted to the Director of Business and Industry
- Use the share drive, that was recently created, to upload information to share with the Commission
- The Management Analyst must continuously provide update information through the share drive for reporting purposes, and Commissioners must continuously check the share drive for updated information. This is to avoid going on record stating that there aren't any updates on a particular subcommittee. The State does not stop its efforts on assisting the community so there is always information out there to disseminated
- Both Management Analyst and Commissioners must work together as the Commission adjust to using the share drive to align with the information that the Management Analyst will upload on the share drive. These collaborative efforts could provide information to assist Commissioners with reporting activities

Performance Indicator:

- Quarterly Review of the strategic plan during public meeting to ensure the efforts performed by the Management Analyst and Commissioners are aligned with the Strategic plan

Dissemination of Information

Goals:

Develop infographics to visually display data and statistics for areas that support the mission and objectives of the Commission



Responsibility: Management Analyst and Commissioners

Actions Steps:

- Each subcommittee must submit to the Management Analyst 2-3 Key Performance Indicators (KPI) that are tracked and updated on the Data Hub by the Commission
- Both Commissioners and Management Analyst must work together to determine frequency of change for the KPI's and infographics

Performance Indicators:

Create and display infographics that represent 2 -3 KPIs from each subcommittee on the Data Hub

Subcommittee Purpose and Direction

The purpose of each subcommittee will be to work independently of the full body in support of the overall mission and objectives of the Commission. The subcommittees will also be charged with the responsibility of bringing to the full body a topic to be included as part of the Commission's Legislative agenda. Subcommittees may meet monthly to monitor progress and/or to adjust priorities.

The Commission has identified the following subcommittees:

- Education
- Health
- Housing
- Workforce Development
- Economic Development
- Legislative/Political Empowerment
- Community Liaison



Performance Objectives & Measurements

The Commission, inclusive of its subcommittees, will set specific performance objectives each biennium for the purpose of monitoring and reporting on its efforts to assist minority communities within the state of Nevada.

The Commission's activities, services, and goals are shared monthly through each Commissioner's subcommittee report.

Each subcommittee chair submits an annual subcommittee report in November, which encompasses the activities of the subcommittees throughout the year. The Commission's Management Analyst incorporates the subcommittee report into the Commission's Annual report to the Governor.



Education Subcommittee

Background/Overview: According to the Annie E. Casey Foundation’s Kids Count Data book, Nevada ranks 49th in education based on a select number of performance indicators. Several minority groups’ graduation rates in Nevada are below the state average and the teacher diversity gap in Nevada is one of the worst in the nation—which can impact academic outcomes.¹ Legislation can help address the achievement gap in underrepresented minority groups.

STATE OF NEVADA GRADUATION RATES

Graduating Class of	American Indian	Asian	Black	Hispanic	Two or more races	Pacific Islander	White	Average
2015-2016	65%	88%	57%	70%	77%	76%	80%	74%

Source: Nevada Department of Education

Source: Nevada Department of Education

¹Liu et al. *Recruit, Prepare, and Retain Teacher of Color in Nevada*

Objective:

Analyze ways to raise benchmarks high school graduation rates and adult continuing education within the state of Nevada.

Responsibility: Commissioner Krause, Commission Management Analyst

Goals:

Promote awareness of the role education plays in economic and community development

Action Steps:

- Consult with current educational professionals, teachers, programs, and stakeholders on recommendations
- Research and support bills that support education and professional development programs.
- Engage with the development of the NCMA volunteer and consultant program to serve as a conduit by promoting awareness, involvement, and engagement with the NCMA Education subcommittee

Performance Indicators:

- Provide resources to help minorities in continuing adult education and retraining of job skills.
- Submit 1-2 topics for BDR consideration to ensure the needs and concerns of the Education subcommittee is represented during each legislative session
- Recruit at least one volunteer to participate in the NCMA volunteer and consultant program for the Education subcommittee



Health Subcommittee

Background/Overview: “In the United States, blacks, Hispanics, American Indians/Alaska Natives, Asians, and Native Hawaiian or Other Pacific Islanders (NHOPIs) bear a disproportionate burden of disease, injury, premature death, and disability. For persons of these racial/ethnic minority populations, health disparities can mean lower life expectancy, decreased quality of life, loss of economic opportunities, and perceptions of injustice.

For society, these disparities translate into decreased productivity, increased health-care costs, and social inequity...Level of education has been correlated with the prevalence of certain health risks (e.g., obesity, lack of physical activity, and cigarette smoking. The elimination of racial/ethnic disparities in health status also will require important changes in the ways health care is delivered and financed. Unequal access to care and unequal treatment of persons who receive care are key determinants of racial/ethnic disparities in health care and health status.” - CDC

In Nevada, racial and ethnic health disparities persist, and minorities continue to lack equal access to care. The Commission will work with community groups and other government agencies to help disseminate health care resources and information to the minority community.

Objective: Reduces racial and ethnic health disparities in Nevada

Responsibility: Commissioner Jose Melendrez, Commissioner Krause, Commission Management Analyst

Goal: Build partnerships with Nevada Minority Health and Equity Coalition and other community groups to improve minority health

Action Steps:

- Research and support bills that reduces racial and ethnic health disparities
- Attend community engagement events that address minority health issues
- Engage with the development of the NCMA volunteer and consultant program to serve as a conduit by promoting awareness, involvement, and engagement with the NCMA Health subcommittee

Performance Indicators:

- Participate in 2 health and wellness fairs/community events to disseminate health information to minorities
- Support/Testify on 1-2 health bills that address disparities in minority health and access to health care
- Recruit at least one volunteer to participate in the NCMA volunteer and consultant program for the Housing subcommittee



Housing Subcommittee

Background/Overview:

Nevada is facing an affordable housing crisis, which disproportionately affects the minority community. In fact, the National Low Income Housing Coalition declared Las Vegas is the worst US metropolitan area for providing affordable housing to extremely low-income families.¹ More intervention is needed from state and local governments to help these families. Many experts agree that home ownership is a key driver to wealth creation and generational wealth. The Economic Policy Group reports, “housing equity makes up two-thirds of all wealth for a typical (median) household. In short, for median families, the racial wealth gap is primarily a housing wealth gap.”² The Commission will work with other organizations to help increase home ownership rates in Nevada.

¹Las Vegas worst area for affordable housing for poor, report says, <https://www.reviewjournal.com/business/housing/las-vegas-worst-area-for-affordable-housing-for-poor-report-says/>

²How black millennials can finally close the racial wealth gap, <https://www.fastcompany.com/40561619/how-black-millennials-can-finally-close-the-racial-wealth-gap>

Objective: Work to increase homeownership in the minority community and to find ways to increase the availability of affordable housing

Responsibility: Commissioner Kathleen Taylor (Chair), Commission Management Analyst

Goals:

- Formalize relationships with 2 housing groups that work with minorities
- Support/Testify on 1-2 housing bills that help the minority community

Action Steps:

- Research and support bills that improve affordable housing
- Disseminate information on the importance of credit scores (main reason minorities cannot secure loans) and how to seek relief from housing irregularities
- Work with Nevada Equal Rights Commission to identify housing discrimination practices
- Engage with the development of the NCMA volunteer and consultant program to serve as a conduit by promoting awareness, involvement, and engagement with the NCMA Housing subcommittee

Performance Indicators:

- Assist in participation and collaboration with housing programs and housing initiatives within the state
- Recruit at least one volunteer to participate in the NCMA volunteer and consultant program for the Housing subcommittee
- Submit 1-2 topics for BDR consideration to ensure the needs and concerns of the Housing subcommittee are represented during each legislative session



Workforce Development Subcommittee

Background/overview: According to the Census Bureau's Racial and Ethnic Diversity Index puts Nevada as the third most diverse state in the country, behind California and Hawaii. Nevada legislative initiatives have taken steps in advocating for diversifying outreach to minority and disadvantaged communities to train and enhance workforce skill sets, however, there is still a gap from resource to recruitment. It is critical that we continue to work with agencies, organizations and/or public serving institutions whose missions are to improve workforce development. We will continue to advocate for improvements in programs that address racial inequities, enhance cultural competencies, recognize systemic barriers within the public and private employer/business sectors.

Objective: Increase availability of employment opportunities for minorities. Educate small and corporate businesses to encourage cultural sensitivity and awareness.

Responsibility: Commissioner Angelica Villarta, Commissioner Jose Melendrez, Commission Management Analyst

Goals:

Continue to enhance relations with Workforce Connections, Department of Employment, Training and Rehabilitation (DETR), Office of New Americans (ONA), Sierra Nevada Job Corps Center, Southern and Northern Nevada Chambers and other Minority Servicing Organizations (MSO) to decrease minority unemployment.

Action Steps:

- Encourage cultural diversity competency for the business owner ecosystems to support discussions of diversity, equity and inclusion in the workplace advocating for fairer employment practices
- Increase minority medical professionals in the state of Nevada through mentorship programs with UNLV
- Engage with the development of the NCMA volunteer and consultant program to serve as a conduit by promoting awareness, involvement, and engagement with the NCMA Workforce Development subcommittee

Performance Indicators:

- Help businesses realize the systemic barriers that have historically left some communities disadvantaged
- Support outreach initiatives and provide resources to Southern and Northern Nevada Chambers and other business organizations on cultural competency and other minority diversity, equity
- Recruit at least one volunteer to participate in the NCMA volunteer and consultant program for the Workforce Development subcommittee
- Submit 1-2 topics for BDR consideration to ensure the needs and concerns of the Workforce Development subcommittee is represented during each legislative session



Economic and Business Development Subcommittee

Background/overview: **Background/overview:** To offer insight, perspective and access to capital by ensuring the needs of our Nevada Minority Business Community are being addressed and advocated for. Through community collaboration and strategy with the various resource groups and stakeholders, we look to provide comprehensive tools to streamline services for our diverse, minority businesses with education, connecting to resources and opportunities.

Objective: Pending the availability of funding regarding NRS 232.866 and legislative support, create an interactive, online business support site where minority business owners can access objective, aggregated information about the different types of financing available; a list of capital providers that are focused on funding minority entrepreneurs; and prompts to help them assess which choices are the best fit for the size and stage of their company will make it easier to identify possible funding streams

Responsibility: Commissioner Nic Steele, Commissioner Wyett, Commission's Management Analyst

Goals:

- Launch a comprehensive online resource to help business owners learn about opportunities to access capital
- Determine which capital tools and providers are best suited to meet their needs
- Get advice for connecting with those capital providers

Action Steps:

- Assess the Nevada Small Business (SMBs) ecosystem, including geographic, demographic, and business ownership data with primary perspectives from business owners, capital providers, and business service organizations to paint a picture of the entire landscape
- Explore the relationship between and among various stakeholders in the ecosystem to understand how the inputs to SMB success are (or are not) being coordinated
- Analyze the geographic and industry focus areas for the SBDC and other Business Service Organizations (BSOs). Determine where BSOs are underserving the community. This analysis should be done by zip code and compared to population demographics (race and income)
- Support the expansion of government BSOs into communities presently underserved
- Create a dataset with current state snapshot of SMBs operating, organized by industry, including data on business size, location, and business ownership information

Performance Indicators:

- Hire consultant that has developed similar analyses for other regions
- Develop MWBE pages on the websites for the various municipalities and Governor's Office of Economic Development (or Business & Industry)
- Use MWBE webpages as a reference tool for contractors searching for minority-owned companies with which they intend to participate and include in contract opportunities



Objective: Marketing and Outreach

Goal: Tell and share the story of Nevada’s entrepreneurs to help influence change in the operating environment for entrepreneurs in the Nevada ecosystem

Action Steps:

- Highlight existing high performing businesses from communities across the state reflecting the diversity of industries, region, and demographics
- Sharing testimonials from business owners can encourage other would-be entrepreneurs and also serves as points of reference for existing decision makers (i.e. lenders, procurement officers, agency officers, legislators)

Performance Indicators:

- Develop a social media campaign highlighting successful minority businesses, state initiatives, and opportunities
- Launch and support a social media and marketing campaign to change the narrative and perceptions about minority entrepreneurs in Nevada
- Inspire emerging entrepreneurs to take their businesses to the next level by showcasing successful scaled business owners
- Brainstorm potential sources for interns to become Outreach Navigators
- Recruit at least one volunteer to participate in the NCMA volunteer and consultant program for the Economic and Business Development subcommittee

Objective: Support business growth and scalability for the Nevada Small Business Ecosystem

Goal:

Create a network of resources to support business growth and scalability for the minority business community

Action Steps:

- Provide insights for existing business owners to use a “high-touch” approach to convey the impact of business coaching to scale enterprises
- Increase awareness of funding resources and access to capital for minority businesses

Performance Indicators:

- Encourage existing businesses to create and promote business coaching to scale enterprises
- Promote availability of loan programs tailored for minority businesses that are provided by Nevada-based CDFIs, commercial banks, and lenders
- Submit 1-2 topics for BDR consideration to ensure the needs and concerns of the Economic and Business Development subcommittee is represented during each legislative session



Legislative/Political Empowerment Subcommittee

Background/overview: To ensure that the Commission is actively involved in the legislative process and to ensure that the concerns and needs of minority populations across the state of Nevada are being adequately represented during each legislative session, the Commission will research issues that affect the minority community to develop a legislative platform (agenda).

Objective: Ensure that the voices of the minority community are being heard and incorporated into legislation.

Responsibility: Commissioner Kathleen Taylor (chair), Commissioner De Luca, Commission's Management Analyst

Goals:

- Submit at least 1 BDR during the next legislative session that improve the lives of minorities and find legislative sponsorship of BDRs
- Attend at least 2 town hall meetings during legislation years to obtain feedback from minority community

Action Steps:

- Work with other subcommittee Chairs to prepare testimonies on bills relating to their subcommittees
- Identify bills to track in the next legislative session to increase the livelihood of the minority community
- Meet with other organizations to understand legislation of importance to minorities
- Encourage civic participation in the minority community
- Engage with the development of the NCMA volunteer and consultant program to serve as a conduit by promoting awareness, involvement, and engagement with the NCMA Legislative subcommittee

Performance Indicators:

- Submit 1-2 BDRs for consideration by the Legislative Council Bureau
- Garner support from Community supporters and Legislative supporters for BDRs, bills and legislation
- Recruit at least one volunteer to participate in the NCMA volunteer and consultant program for the Legislative subcommittee



Community Liaison Subcommittee

Background/Overview: Many minorities feel that they are treated differently by law enforcement and are unfairly targeted. Recent high-profile cases in the news have only exacerbated that sentiment and have damaged the integrity of local law enforcement. In response, many police departments have increased their diversity and implicit bias training and changed how police have patrolled their neighborhoods

Objective:

Improve minority relations in community outreach of institutions that serve Nevada communities.

Responsibility: Commissioner Angelica Villarta, Commission Staff

Goals:

Continue to enhance relations with police departments and support diversification of recruitment practices.

Action Steps:

- Attend Diversity and Inclusion Liaison meetings to remain aware of SB318 program's implementation and the integrated effectiveness of DEI initiatives
- Meet with Disadvantaged Community Stakeholders to enhance relationships, partnerships, and collaborative initiatives
- Engage with the development of the NCMA volunteer and consultant program to serve as a conduit by promoting awareness, involvement, and engagement with the NCMA Community Liaison subcommittee

Performance Indicators:

- Report to Commission the progress and implementation of SB318 and DEI initiatives
- Report back to the Commission discoveries of any strengths, hardships, issues or gaps are present in their communities
- Share findings of a DEI-related article, dataset, or disparities study on the NCMA website data hub page
- Recruit at least one volunteer to participate in the NCMA volunteer and consultant program for the Community Liaison subcommittee
- Submit 1-2 topics for BDR consideration to ensure the needs and concerns of the Community Liaison subcommittee is represented during each legislative session



List of Planned Events

Attend, plan or coordinate virtual or in-person meetings, presentations, events, panels, or roundtable discussions with the following organizations:

- Access CDFI
- Asian Community Development Council
- Asian Culture Alliance
- City of Las Vegas Government and Community Affairs
- Clark County Department of Community Development
- Committed to our Business Community (Regional Business Development Advisory Council)
- La Oportunidad Expo (Latin Chamber of Commerce)
- Las Vegas Indian Center
- Nevada Women's Business Center
- National Association of Women Business Owners
- Nevada Department of Business and Industry
- Nevada Housing Coalition
- Nevada Minority Health and Equity Coalition
- Nevada Indian Commission
- Nevada Commission for Women
- NV Lieutenant Governor Office of Small Business Advocacy
- SBA Office of Advocacy Region 9
- Sierra Accelerator for Growth and Entrepreneurship (SAGE) – University of NV Reno
- Urban Chamber of Commerce
- US Department of Labor - Women's Bureau Region 9