

LCA Strategic Vision Summary 2018-2021



The staff and board of LCA last gathered in November 2018 to share ideas and opportunities for moving the organization forward over the next 3-5 years. There is much to be done to ensure our Central Oregon institutions and power brokers recognize and take strides to increase diversity, equity and inclusion for the purposes of making our vision for our communities possible. LCA is needed and must provide leadership while also developing new leaders to expand our collective influence. In fact, under the current political climate that denigrates immigrants and, by association, all people of color, the need for us to succeed by empowering others is more important than ever.

Guiding Principles

Vision

The Latino Community Association envisions a cohesive and diverse community where all people are valued and empowered to participate and contribute to the health and prosperity of Central Oregon.

Mission

Our mission is to empower our Latino families to thrive by creating opportunities for advancement and building bridges that unite and strengthen our communities.

Goals

1. Develop and empower Latino leaders in the community
2. Give LCA a voice in public policy in Central Oregon
3. Raise awareness and mobilize the community to increase equity and inclusivity.
4. Build a community center which acts as a hub for services and activities
5. Create a sustainable base of financial and human resources
6. Expand responsive and relevant services throughout Central Oregon
7. Build visibility with a marketing program of events, media and awards that celebrate diversity

Current Perceptions

- Where we're known, especially in the community we serve, we are liked and respected, needed and valued.
- We have very low visibility in the broader community.

Obstacles to success

- The organization and its goals are not well known or embraced by the Central Oregon Community.
- There is not universal support in the current political climate in the Nation or in Central Oregon for efforts to help immigrants.
- Space limitations restrict our ability to achieve our goals.
- Our board diversity and leadership need to be strengthened.
- There are very few Latinos in positions of power/decision-making. Latinx leadership, in general, needs to be nurtured so more Latinos are engaged in decision-making roles and activities to increase equity and inclusion.