

Migrant & Seasonal Farmworkers (MSFW) Outreach and Services Local Plan Program Years 2016-2019

Local Workforce Development Area 15

www.careersourcetampabay.com

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Introduction

The Wagner-Peyser Act contains specific requirements for services for MSFWs as outlined in Title 20 Code of Federal Regulations (CFR) Part 653, Subpart B: Services for MSFWs. This local MSFW Outreach plan meets the requirements of the state of Florida's Workforce Innovation and Opportunity Act (WIOA) Unified Plan and state policy.

This four year plan will be effective July 1, 2016 – June 30, 2020. CareerSource Tampa Bay's Plant City Career Center in Hillsborough County has been designated as a "significant multilingual One-Stop Center." The office located at 2001 E. Cherry Street has one (1) designated staff member as the MSFW Outreach Specialist. This staff member assists agricultural employers and job seekers and completes outreach contacts on daily basis. Outreach is accomplished through a variety of methods including visiting locations throughout the county where MSFWs congregate, allowing the staff member the ability to offer outreach services and identify the needs and barriers of the workers and family members. Services offered include: job search assistance, job referrals, employability skills workshops, referrals to support services, referrals to ESOL and GED access, career guidance, and referrals to FCDP and WIOA training programs.

A. Assessment of Need

Despite the perception that Hillsborough is an urban county, an estimated 255,532 acres of land area is devoted to agriculture. Harvesting season peaks in Mid-August through Mid-June. The agricultural crops in this region include: Oranges, Specialty Citrus, Blueberries, Strawberries, Bell Peppers, Squash, Cucumbers, Tomatoes, Watermelons and Hot Peppers.

CROP	USUAL HARVESTING DATES	
	Begin	Most Active
Oranges	Mid-September	September-June
Specialty Citrus	June	June-April
Tomatoes	Mid-October	November-June
Blueberries	March	March-May
Strawberries	Mid-December	February-March
Bell Peppers	Mid-October	November-May
Squash	September	November-May
Cucumbers	Mid-September	November-April
Hot Peppers	May	May-July

The crop with the highest sales in Hillsborough County is strawberries, representing 46.6% of the total county's agricultural crops, and about 15% of the nation's strawberries.

MSFWs in Hillsborough County face unique challenges and needs. Public Transportation, Quality Housing and limited supportive service resources continue to be barriers to employment for this population.

B. Assessment of Available Resources:

CareerSource Tampa Bay offers programs and services to MSFWs to include:

- Access to a full service Resource Room for use of computers, copiers and fax.
- Job search assistance
- Career consulting and guidance
- Labor market information
- Job development
- Access to a variety of online assessments and online learning programs such as: Future Plans, MySkills My Future, My Next Move, Alison Online Learning and Workforce Skills for 21st Century Success.
- Job search/Employability skills workshops
- Literacy assistance: Referrals to ESOL, GED and Penn Foster programs.
- Educational assistance: Referrals to FCDP (Farmworker Career Development Program) and WIOA (Workforce Innovation and Opportunity Act) training programs.
- Pre-screening and referrals to non-agricultural job orders
- Referral to support services

CareerSource Tampa Bay offers programs and services to employers including:

- Access to full service Career Centers to conduct In-House Recruitment Events, candidate screening and onsite interviewing.
- Recruiting services
- Candidate screening
- Assessments
- Funding/Training incentives such as: Paid Work Experience and On-the-Job-Training programs
- Outplacement services

The Farmworker Career Development Program provides:

- Vocational training
- Referral to ESOL and GED classes
- Support services
- Job placement services

The purpose of the FCDP is to provide career services and appropriate training leading to year-round, unsubsidized employment to eligible migrant and seasonal farmworkers, and to provide emergency stabilization services such as food, rent, etc., to those who choose to stay in farm work.

C. Proposed Outreach Activities:

During the season (October through June), the outreach worker is out of the office approximately 80% of the time visiting farms and other establishments where farmworkers generally congregate. Staff is equipped with tools such as a company cell phone, collateral materials and a laptop to support their efforts. The MSFW Outreach worker is also equipped with a portable scanner to upload important documentation, as needed. The MSFW Outreach Specialist interacts with the agencies MSFWs are referred to, including, but not limited to:

- GED
- ESOL facilities
- Children's Board Hillsborough County Family Resource Centers
- Department of Children and Families

The MSFW Outreach Specialist presents service options during outreach activity to include:

- Referrals to agricultural and non-agricultural job orders
- Training service options
- Support services
- Assessments and Online Training
- Career coaching/counseling
- Job Development
- Discusses all of the programs and services offered by CareerSource Tampa Bay listed

above in section B. – Assessment of Available Resources.

- Promotes the usage of CareerSource Tampa Bay Career Centers for job searching needs.

CareerSource Tampa Bay implemented several MSFW and FCDP best practices to ensure the success of our program and to maintain partnerships throughout the community. A few of these are highlighted below:

- Co-location of FCDP Program staff in the CareerSource Tampa Bay's significant office in Plant City and satellite Career Center in Ruskin has been paramount to our success.
- Conducting joint outreach to promote programs and services and to maximize efforts in the community. Every Tuesday, our DEO MSFW Outreach Worker and the FCDP Program Outreach conduct joint outreach to Migrants at Beth Ethel, a faith based organization.
- CareerSource Tampa Bay shares information on upcoming community and faith-based events and internal IHR and Job Fair notifications to FCDP staff weekly. When attending these events, we try to have our tables or booths side by side to cross-promote programs and services.
- FCDP Staff are invited to CSTB monthly staff meetings and have presented and participated in the CareerSource Tampa Bay annual year end training.
- Execute data sharing and analysis to identify shared customers, co-case manage, leverage funding and share positive outcome details.
- Established formal quarterly meetings with FCDP program staff to discuss status of MOU, issues, challenges and shared successes.
- MOU establishes coordination of outreach efforts and is reviewed on a continuous basis for possible updates. *(Attachment A: MOU FCDP/CSTB)*

The MSFW outreach worker explains the complaints system, provides brochures and information on partner programs, interagency referrals, referrals to other organizations serving MSFWs and a basic summary of farmworker rights, with respect to the terms and conditions of employment. The outreach performance goals are set to meet or exceed those outlined in the Florida Unified Plan.

MSFW Outreach Goals:

In order to enhance the assessments and referrals for the MSFW program, CareerSource Tampa Bay has created a strategy for increasing outreach worker training and awareness across one-stop partner programs, including Wagner-Peyser, WIOA Adult, Dislocated Worker and Youth, Vocational Rehabilitation, as well as Reemployment Assistance. The Jobs & Benefits Coordinator and MSFW Outreach have conducted training with frontline staff and management within the following departments: WIOA Adult, WIOA Dislocated Worker, WIOA Youth, Welfare Transition, SNAP E&T and CORE Services to ensure they understand the eligibility criteria for MSFWs and support referrals. All CORE Services staff have received the MSFW Desk Guide, as well.

The MSFW Outreach worker attends internal monthly center meetings, participates in staff development training conducted by CareerSource Tampa Bay Program Coordinators and attends training offered by DEO in person and online on a variety of workforce development topics. These trainings include new program updates and refresher overviews on partner programs and departments within CareerSource Tampa Bay

We have also developed relationships with various community and faith-based organizations and often refer our customers in need to take advantage of these resources. Additionally, we have a bilingual Vocational Rehabilitation program staff onsite at the Plant City office on a monthly basis, which has been great for direct referrals. (Attachment B: MSFW Outreach Goals)

Through all of the strategies described above, the MSFW Outreach Worker is able to meet the DEO requirement of having five minimum quality MSFW contacts per day.

D. Services Provided through the One-Stop Delivery System:

To increase assistance to our MSFW population in the Career Centers, candidates can individually meet with an MSFW Bilingual (Spanish/English) staff member for a one-on-one explanation of services and assistance with employflorida.com registration and referrals. Candidates are provided literature on employment and training and other core related services, such as resource room access, Job Shop documentation both in English and Spanish and other supportive services, as needed. Referrals to supportive services for GED, Penn Foster, ESOL, Paid Work Experience, On-the-Job Training and Vocational training assistance are also available to candidates based on individual needs.

All MSFW candidates are advised on the full array of services through CareerSource Tampa Bay. Candidates may also be referred to other programs such as: WIOA Adult, WIOA Dislocated Worker, WIOA Youth, Business Service Recruiters, DPN/Ticket to Work, Veterans DVOP and SNAP E&T, etc. Candidates are also encouraged to take advantage of co-located partnership services offered onsite that all have bi-lingual staff (Department of Children and Families Access representative, Vocational Rehabilitation and Farm Worker Career Development Program).

To provide the full range of services, the MSFW Outreach Specialist conducts outreach visits to area employers. These employer services include:

- Employer related I9-516 INS document processing
- Applicant pre-screening
- Outplacement services
- Referral to Business Services Unit
- In-house recruitment events
- Training grants for new and existing employees

The MSFW Outreach Specialist markets and provides complaint system information during outreach presentation to farm workers and farmworker advocacy groups. Information is also provided regarding Equal Opportunity, farm worker rights and complaint system procedures. Farm workers receive both an oral presentation and paper documents with information regarding these services.

E. Significant Bilingual Office Plan:

The MSFW Outreach Worker is fully bilingual and speaks both Spanish and English. CareerSource Tampa Bay also has bi-lingual staff located in the significant office to assist candidates with achieving their employment and training needs. CareerSource Tampa Bay has also continued to partner with the Hillsborough County Community College, Plant City Work Study Program to obtain bilingual interns to provide basic career services in the Resource Room. Additionally, we have interpreter services available and the posters are displayed in our Career Center.

F. Indicators of Compliance:

The Migrant Indicators of Compliance (MIC) Report tracks performance to ensure that services

are provided to MSFW customers on an equitable level as non-MSFW clients. Career Centers are measured on equity ratio indicators and minimum service level indicators. Equity Ratio Indicators include:

- Referrals to employment
- Referrals to supportive services
- Staff assisted services
- Job development contacts
- Career guidance

Minimum service level indicators include:

- Job placement
- Placement \$.50 above minimum wage
- Placement in long-term non-agricultural jobs

All of the MIC Report Equity Measures are established through candidate referrals, all of which is tracked locally. CareerSource Tampa Bay staff including the MSFW Outreach Specialist transactions contributes to these measures. Designated staff can provide individual assistance in completing a full application, EFM registrations and job referrals through EFM.

Staff goals have been aligned with these key performance indicators on the MIC Report as well. CareerSource Tampa Bay management staff analyzes and tracks our performance on these key indicators on a monthly basis. The Migrant Indicators of Compliance (MIC) Report is also reviewed and discussed during the One Stop Committee meetings on a quarterly basis.

Through management and tracking of these key indicators, our region has continued to meet or exceed all equity ratios and have meet all but one service level indicator, that being placement into long-term non-agricultural jobs. Our MSFW Outreach Specialist and our Significant Career Center continue to be recognized by DEO State Monitor Advocate for our exemplary performance.

G. Public Comment:

Input for the development of the MSFW Outreach Plan was solicited from our Migrant Seasonal Farmworker (MSFW) Outreach Specialists, the Jobs & Benefits Supervisor, MSFW partner Farmworker Career Development Program and other management staff within CareerSource Tampa Bay. An electronic copy of our plan was made available via the CareerSource Tampa

Bay website for public comment. Throughout the year, Board and Committee members discuss and make recommendations to Board staff regarding programs and services. The involvement of the Board and its Committees in the development of the Plan ensures that members have an opportunity to decide locally, but within required guidelines, how programs and services are provided in CareerSource Tampa Bay.

**ATTACHMENT A. – MOU between
CSTB & FCDP**

**MEMORANDUM OF UNDERSTANDING
CAREERSOURCE TAMPA BAY
ONE STOP CAREER CENTER SYSTEM**

I. PARTIES

This Memorandum Of Understanding (“MOU”) is entered into by The School Board of Hillsborough County, Florida – Florida Farmworker Career Development Program (FCDP) funded under the Workforce Innovation and Opportunity Act (WIOA), Title I, Section 167, hereafter referred to as the (Mandatory Partner) and CareerSource Tampa Bay (CSTB).

II. PURPOSE

The Workforce Innovation and Opportunity Act (WIOA) of 2014 is an affirmation of the work that has been done in Florida to build the workforce development system. WIOA is designed to help job seekers access employment, education, training, and support services to succeed in the labor market and to match employers with the skilled workers they need to compete in the global economy. Every year the key programs that form the pillars of WIOA help tens of millions of job seekers and workers to connect to good jobs and acquire the skills and credentials needed to obtain them. The enactment of WIOA provides opportunity for the reforms to ensure the American Job center system is job-driven – responding to the needs of employers and preparing workers for jobs that are available now and in the future.

The purpose of this MOU is to describe the cooperative workforce training, employment, and economic development efforts of CareerSource Tampa Bay and the Partner and the actions to be taken by each to assure the coordination of their efforts is an effective collaboration.

This agreement is intended to coordinate resources and to prevent duplication and ensure the effective and efficient delivery of workforce services in Hillsborough County. In addition, this agreement will establish joint processes and procedures that will enable the Partner to integrate the current service delivery system resulting in a seamless and comprehensive array of education, human service, job training, and other workforce development services to residents of Hillsborough County.

The parties to this document agree to coordinate and perform the activities and services described herein within the scope of legislative requirements governing the parties’ respective programs, services, and agencies.

III. COLLABORATION AND SERVICES

The FCDP Hillsborough County Project shall retain fiscal responsibility and accountability to the administration of the funds allocated to it under WIOA Title I, Section 167 and any other applicable federal and state laws for the workforce program services directly delivered by the Program.

A. CareerSource Tampa Bay’s responsibilities to provide:

- Job referral and placement through Employ-Florida marketplace (EFM).
- Assist farmworkers enrolled in the FCDP to include all provisions allowable under WIOA.
- Collaborate closely with the FCDP to promote and support the obtainment of education and training in order to find a high wage career.

- Assist FCDP with outreach efforts by distributing material to enrolled candidates and posting flyers in offices.
- Ensure timely data sharing with FCDP regarding performance outcome data.
- Participate in monthly updates and quarterly meetings with FCDP to review, discuss, and evaluate partnership coordination.
- Provide dedicated space to FCDP staff on a rotating schedule at various locations.
- Invite FCDP program staff into CSTB workshops to promote collaboration, programs, and services.
- Provide that CSTB key personnel will serve on the FCDP Local Advisory Board.

B. Specific Locations:

- **Tampa Career Center:** 9215 N. Florida Ave. #101, Tampa, FL. 33612. (813) 930-7400
- **Plant City:** 2001 East Cherry St., Plant City, FL. 33563. (813) 930-7880
- **Brandon:** 9350 Bay Plaza Blvd. #121, Tampa, FL. 33619. (813) 930-7832
- **Ruskin:** 201 14th Ave. SE, Ruskin, FL. 33570. (813) 930-7400 x7171
- **Career Prep. Center:** 2605 N. 43rd Street, Tampa, FL. 33605

C. FCDP's responsibilities are to provide:

- Promote Employ Florida Marketplace (EFM) and ensure that all FCDP participants are fully registered.
- Assist CSTB with outreach efforts by distributing CSTB collateral material to FCDP enrolled participants and posting CSTB flyers in the FCDP office.
- Participate in monthly updates and quarterly meetings with CSTB to review, discuss, and evaluate partnership coordination.
- Ensure timely data sharing regarding performance outcome data for co-enrolled participants.
- Maintain Local Advisory Board collaboration with key CSTB personnel.
- Workplace safety and pesticide safety instruction.
- Needs based allowance.

IV. EVALUATION PROCESS

FCDP will work with CSTP to develop a meaningful evaluation process in the first 3 months of this agreement which will include the establishment of a data collection process in the areas of referrals, shared enrollments, trainings provided, and employments obtained. Data collected in the first 6 (six) months of this agreement will be used to develop a performance baseline for future measures of the success of this collaboration. This joint data collection and review process will continue on a quarterly basis.

V. TERM

This MOU is effective July 1, 2016 through June 30, 2017 with automatic renewal beginning on July 1, 2017, unless cancelled by either party. This MOU may be terminated for convenience at any time by either party upon thirty (30) days written notice.

VI. AMENDMENTS

Neither this MOU nor any provision hereof may be changed, waived, discharged or terminated orally, but only by an instrument in writing signed by each of the parties to this Agreement.

VII. MERGER

This MOU constitutes and expresses the entire and integrated understanding and agreement between the parties hereto, superseding, incorporating, and merging all prior understanding, agreements, and discussions related to the transactions contemplate hereby and no agreements understanding, prior negotiations, prior discussions, warranties, representations or covenants not herein expressed shall be binding upon the parties.

VIII. THIRD PARTY BENEFICIARY

This MOU is for the benefit of CareerSource Tampa Bay and FCDP, and no third party is an intended beneficiary under this MOU.

IX. GOVERNANCE

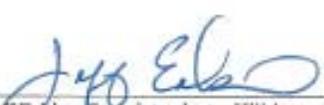
The Board, or its designated staff, and the local Chief Elected Officials (CEOs), I.E. THE Board of County Commissioners, Hillsborough County, or federal entities have the right to monitor Workforce Center activities to ensure performance goals are being met; that appropriate procedures, controls, and records are maintained; and that any Memorandum(s) of Understanding (MOU) and Agreement(s) terms and conditions are being fulfilled. Any review should be utilized to identify problems and make suggestions for improving the Workforce Center and/or workforce system.

X. SIGNATURES



Edward Peachey, President/CEO – CareerSource Tampa Bay

March 7, 2014
Date



Jeff Eskew, Superintendent – Hillsborough County Public Schools

3-24-16
Date

ATTACHMENT B. – MSFW Outreach Goals

PY 2016 - PY 2019 MSFW Outreach Goals

ACTIVITY	July	Aug	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June
FOCUS ON FARMWORKERS												
Visits to MSFWs at labor camps, work sites, gathering areas, etc.	9	32	37	43	30	42	28	32	25	34	36	26
Presentations to groups of MSFWs (migrant education/Head Start parent meetings, ESL classes, churches, etc.)	7	30	30	7	0	28	5	14	8	25	22	0
Visits to staff/staff meetings at organizations which serve MSFWs	0	0	0	0	0	0	0	1	1	0	1	0
Attending MSFW interagency "councils"	0	0	0	0	0	0	0	0	0	0	0	0
Regular outstation visiting/intake	0	0	0	0	0	0	0	0	0	0	0	0
Other MSFW outreach activities*	0	0	0	0	0	0	0	0	0	0	0	1
FOCUS ON EMPLOYERS TO PROMOTE HIRING MSFWs												
Visits to agricultural businesses	0	0	0	0	0	0	0	0	0	0	0	0
Visits to non-agricultural businesses	0	0	0	0	0	0	0	0	0	0	0	0
Presentations to meetings/groups of employers	0	0	0	0	0	0	0	0	1	0	1	0
Other employer focused activities to promote hiring MSFWs (such as job fairs)	0	0	0	0	0	0	0	0	0	0	0	0
Estimated outreach hours in month	56.75	90.5	95	103	86	87	76.5	86.5	68.5	96	83.25	58.8
Estimated number of MSFW outreach contacts^ by month	215	420	440	510	785	625	275	265	230	400	200	145
Estimated number of MSFW quality outreach contacts^ by month	155	305	325	405	670	490	90	105	75	285	130	95

* Festivals, radio and other special events

^ Outreach contact estimates are the number of potential MSFWs spoken to through/during outreach; not estimated number of registered MSFWs.

Estimated total outreach time for the 12 months: 987.8 hours

Estimated total outreach contacts for the 12 months: 4,510

Estimated total quality outreach contacts for the 12 months: 3130

Number of individual staff estimated to participate in outreach for the 12 months: 1

Estimated number of: Ag Job Orders: 111 ___ Ag Positions: 3276 ___ Ag Positions Filled: 3247 ___