



Migrant & Seasonal Farmworkers (MSFW) Outreach and Services Local Plan Program Years 2020-2024

Local Workforce Development Area 15

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Plan Contact: Jody Toner, Chief Policy & Performance Officer at
tonerj@careersourcetb.com, 813.930.7409

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, 2020 – June 30, 2024. CareerSource Tampa Bay's Brandon Career Centers in Hillsborough County have been designated as a "significant multilingual One-Stop Center." The Brandon office is located at 9350 Bay Plaza Blvd., suite 121. CSTB 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 180,300 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 42.6% of

the total county's agricultural crops, and about 13% 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: MySkills My Future, My Next Move, Alison Online Learning, and Metrix Learning.
- 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
- Services can be provided through virtual platforms

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, Incumbent Worker 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 CareerSource Tampa Bay's 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.

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 Career Services to ensure they understand the eligibility criteria for MSFWs and support referrals. All Career 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. (Attachment A: 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 (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. 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)/ MSFW Service Level Indicators 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:

- Received Basic Career Services (Staff-Assisted)
- Received Staff Assisted Career Guidance services
- Received Staff Assisted Job Search Activities

- Referrals to Employment
- Received Unemployment Insurance Claim Assistance
- Referred to Federal Training
- Referral to other Federal/State Assistance
- Received Individual Career Services

Minimum service level indicators include:

- Individuals Place in a Job
- Median Earning of Individual in Unsubsidized Employment
- Individuals place long-term in non-agricultural jobs

All of the MIC/ MSFW Service Level Indicators 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, EF registrations and job referrals through EF.

Staff goals have been aligned with these key performance indicators on the MIC/ MSFW Service Level Indicators 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)/ MSFW Service Level Indicators Report is also reviewed and discussed during the Workforce Performance Committee meetings on a quarterly basis.

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 key leadership 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. – MSFW Outreach Goals

PY 2020 - PY 2024 MSFW Outreach Goals

ACTIVITY	July	Aug	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	March	April	May	June
FOCUS ON FARMWORKER SERVICES AND PROTECTIONS												
Visits conducted where MSFWs live, work and congregate	6	25	28	35	22	37	24	25	17	27	29	20
Presentation conducted to groups of MSFWs (Migrant education, Head Start parent meetings, ESL classes, churches, etc.)	3	25	25	5	7	24	4	11	6	22	19	10
Visits to staff/attendance at staff, committee or council meetings at organization serving MSFWs (i.e., National Farmworker Jobs Program partner, Redlands Christian Migrant Association, Coalition of Florida Farmworker Organizations, etc.)	0	0	2	0	0	1	0	0	2	0	0	2
Follow-up contacts with MSFWs to complete partial applications taken during outreach	0	0	0	0	0	0	0	0	0	0	0	0
Conduct outreach contacts weekly (minimum of 40 contacts per week)	13	35	22	70	76	31	19	37	9	38	30	18
Other MSFW outreach activities*	0	0	0	0	0	0	0	0	0	0	0	0
FOCUS ON EMPLOYERS TO PROMOTE HIRING MSFWs												
Visits to agricultural businesses	1	1	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	0	0	0	0
Promotion of the Agricultural Recruitment System to employers	0	0	0	0	0	0	0	0	0	0	0	0
Estimated outreach hours in month	26.5	66	66	97.5	83.5	60.5	58	60.5	28.5	31	2	13
Estimated number of MSFW outreach contacts ^ by month	66	175	110	349	380	153	97	168	45	189	2	77
Estimated number of MSFW quality outreach contacts ^ by month	59	147	82	254	320	122	71	143	38	162	2	67

* Festivals, radio and other special MSFW events

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

Estimated total outreach time for the 12 months: 593 hours

Estimated total outreach contacts for the 12 months: 1,811

Estimated total quality outreach contacts for the 12 months: 1,467

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

Estimated number of: Ag Job Orders: 87 Ag Positions: _2,212 Ag Positions Filled: 1,745

