



Migrant and Seasonal Farmworkers (MSFW) Outreach and Service Local Plan Program Years 2020 – 2024

Local Workforce Development Area 17

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Introduction

Wagner-Peyser Act contains specific requirement for services as outlined in the Title 20 Code of Federal Regulations (CFR) Part 653, Subpart B: Services for Migrant Seasonal Farmworkers. This plan is aligned with and meets the requirements of the State of Florida Workforce Innovation and Opportunity Act (WIOA) Unified Plan.

This four-year plan is effective July 1, 2020 thru June 30, 2024. Our One-Stop located in Polk County; Florida has been designated as a MSFW Significant multilingual Career Center. This office has one designated MSFW Outreach Specialist. The Outreach Specialist assists agricultural employers and job seekers to complete a minimum of eight quality contacts per day during their outreach activities. This activity is done by locating and visiting places where MSFWs congregate, the Outreach Specialist can offer outreach services and identify the needs and barriers of the workers. Barriers to employment faced by MSFWs includes but is not limited to inadequate housing, lack of transportation, lack of training and language barriers. The Outreach Specialist and career centers offers job searches, workshops, referrals to ESOL, GED classes, career guidance and WIOA training programs in addition to refers to community partners.

(A) Assessment of Need:

According to the Florida Citrus Statistics 2018-2019 report, Polk County was ranked second within the state of Florida, producing 12.5 million boxes of citrus and specialty citrus.

CareerSource Polk is committed to carrying out workforce investment activities and providing related assistance for eligible migrant and seasonal farmworkers in the Polk County service area. CareerSource Polk (CSP) has one MSFW Outreach Specialist assigned to cover the Polk County area. The MFSW Outreach Specialist assigned to our location is

multilingual and is accustomed to serving the farm worker population and employers located within Polk County. Our MSFW Outreach Specialist works jointly with the agricultural employers and directly with farmworkers to deliver employment services as well as provide referrals to other available resources.

The MSFW Outreach Specialist travels extensively within the region and utilizes a network of community contacts and local agricultural employers. From September to June, the MSFW Outreach Specialist documents each contact and provides a reportable service into Employ Florida. The MSFW Outreach Specialist is visible in the farmworker communities to assist in establishing strong working relationships with the farmworkers and employers. The objective is to educate the targeted population of the overall services available. The agriculture in the region includes citrus, specialty citrus, blueberries, and strawberries with the main growing/harvest cycle being September through June of each year.

Crop	Usual Harvesting Begins	Usual Harvesting Most Active
Oranges	Mid-September	September-June
Grapefruit	September	September-June
Specialty Citrus	June	June-April
Blueberries	March	March-May

The MSFW Outreach Specialist, in conjunction with other CSP career center staff, works to ensure that Migrant Seasonal Farmworkers are aware of employment opportunities, including both agricultural and non-agricultural jobs. CareerSource Polk is in partnership with the Farmworker Career Development Program (FDCP), who provides GED classes, TABE testing, ESOL classes and other services to migrant farmworkers. The primary areas of need for farm workers in our region range from assistance in paying utility bills, rental/housing assistance, food assistance, education, farm labor program, supportive healthcare services, transportation, childcare services, career services, and information or other services available. The approximate number of MSFW's during peak season in Polk County is 13,500 and during low season is 6,200.

Although the Polk County region supports a wide variety of agricultural activities, data for the state is not collected by a single entity. Available data sources do not collect production and forecast data based on a federal program year; for the purposes of this plan, calendar years are used when there is no other data available.

CareerSource Polk offers the employers: Employed Worker Training (EWT) Grants , Monthly Employers Roundtables, OJT's- On the Job Training, Job Orders and Job Posting Assistance, Coordinate with employer to find qualified candidates, Employer can conduct reverse resume search in Employ Florida, Labor Market Information, Human Resource

Information – Centers can provide employers information on the Work Opportunity Tax Credit, unemployment insurance, labor law, and compliance information, State of the Workforce Summit, MSFW Summit, Assist employers with recruitment event, facilities to interview candidates, Wi-Fi-service, Federal Bonding Program

(B) Assessment of Available Resources:

The unique needs of migrant and seasonal farmworkers (MSFWs) are best understood in light of MSFW activities:

- MSFW has full access service in Winter Haven and Lakeland Resource Rooms for use of computers, and copiers,
- Resume and Job search assistance.
- Labor Market Information – LMI
- Mock Interviews
- 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/ Individualized Employability skills sessions
- Literacy assistance: Referrals to ESOL, GED and East/West Area Adult School.
- Educational assistance: Referrals to Farmworker Career Development Program (FDCP) and WIOA (Workforce Innovation and Opportunity Act) training programs.
- Career consulting and guidance
- Pre-screening and referrals to non-agricultural job orders
- Referral to social services:
 - Agriculture & Labor Program Inc.
 - The Early Learning Coalition for coordination of childcare in Polk County
 - Migrant Head start Association (MHA) offers after school programs.
 - Catholic Charities
 - Women’s Resource Center in Winter Haven and Lakeland
 - Talbot House
 - Salvation Army
 - Local housing authorities
 - Local food banks
 - Polk County Legal Aid Services
 - The Florida Department of Health
 - Polk County Board of County Commissioners

Resources are also available to MSFWs through Memorandums of Understanding (MOU) with partner agencies.

(C). Proposed Outreach Activities:

If the MSFW is unable to come to the career center, the MSFW outreach specialist takes the full range of employment services directly to where MSFWs live and work. The MSFW outreach specialist works in conjunction with the career center staff to locate, contact, and enhance the employability of MSFWs in Polk County. Career center staff and/or the Outreach Specialist provides other assistance at the point of entry. When services are not available through the career centers, the staff and/or the outreach specialists will make referrals to other agencies and organizations that provide appropriate assistance.

CareerSource Polk goals are to ensure that MSFWs are offered employment services, protection, and benefits, including education, testing, counseling, and job training referral services, equivalent to services provided to non-MSFWs. The Outreach specialists assist with registration in the Employ Florida website, resumes, job leads, information about the complaint system and how to submit a complaint and provide referrals for supportive services. Polk County's Outreach specialist has a laptop and is better equipped to provide on the spot job searches and job posting referrals. MSFW Outreach activities are conducted in the Winter Haven career center year-round. The Outreach Specialist is responsible for providing the most current labor market statistical data. To be most effective, the Outreach Specialist understands the issues unique to MSFWs and has English and Spanish speaking capability.

Outreach Specialist works to ensure the following actions are taken:

- Contact MSFWs to explain the services available at the career centers.
- Notify MSFWs of job openings and of their rights and benefits under state and federal employment-related laws.
- Provide information on the employment service complaint system, including sexual harassment.
- Assist MSFWs in filing work registrations in Employ Florida, job applications, preparing worker complaints, and arranging appointments in the career center.
- Provide information about services available through electronic means and how to access this information.
- Identify qualified MSFWs seeking employment, according to guidelines of the federal regulations at 20 CFR Parts 651, 653, and 658. The initial and follow-up outreach contacts are made to assist MSFWs in becoming employed or improving their employability.

- Contact agricultural and nonagricultural employers, program operators, community- and faith-based organizations, and education and training providers on behalf of MSFWs.
- Present information to school students about migrant education programs in the state.
- Outreach with local public and private community agencies and MSFW organizations to establish community referral networks.
- Provide advocacy group presentations.
- Coordinate with other office partners in serving MSFWs.
- Distribute MSFW-assistance brochures.
- Perform joint recruitment missions with Business Services.
- Attend web-based training conducted by U.S. Equal Employment Opportunity Commission and DOLETA, Wage & Hour Division.
- Attend and participates in the Florida Workforce Professional Development Summit
- Participates in meetings at the Polk County School Board – Farmworkers Career Development Program (FCDP)
- Solicit jobs, training opportunities, and employment-related services for MSFWs
- Provide agricultural and nonagricultural employers with information, services, and assistance related to labor issues and needs.
- Access job postings while performing outreach activities in the field.
- Refer MSFWs to the nearest career center to receive services.
- If jobs are available for referral, qualified MSFWs are referred from the MSFW Outreach Log and from previous contacts through follow-up activities.

Quality contacts are made with MSFWs through employers, in the fields, churches, laundry mats, barber shops/salons, health care facilities, and grocery stores and other community service facilities where the migrant and seasonal farm workers are known to congregate. The Outreach Specialist distributes 511-N forms (English/Spanish/Creole) to inform the farmworkers of the services and resources available at no cost from the local career centers - including: referrals to agricultural and non-agricultural employment, information about the MSFW the complaint system, farm worker rights, and the Florida Farmworkers Helpline. These activities are recorded daily on the Log of Daily Outreach Activities (DEO 1303) by the Outreach Specialist and reported monthly to the State Monitor Advocate utilizing a company issued laptop.

MSFW outreach worker training is primarily performed in through partnership with the local Program Manager, online training and the Annual MSFW State training. However, it is the responsibility of the Program Manager and State Monitor Advocate's (SMA) to ensure Wagner-Peyser, WIOA Adult, Dislocated Worker and Youth, as well as Reemployment Assistance staff, are aware of MSFWs and the type of assistance and referral opportunities available for MSFWs who are served in the CSP career centers.

All staff receives training in person to ensure they can provide high quality services to both job seekers and employers. Merit staff is trained and/or aware of a wide variety of programs and services.

Our strong relationship with our WIOA Adult, Dislocated Worker, and Vocational Rehabilitation partners provides us with a solid foundation of all core WIOA partners. Additionally, required partnerships such as TANF, SNAP SCSEP, and WIOA are already co-located within our offices to provide the necessary services. Other services provided under this umbrella include, but are not limited to:

- a. Assistance with registration into Wagner-Peyser (Employment Services)

(D) Services Provided through the One Stop Delivery System:

Individuals may access the Florida electronic system online through employflorida.com or receive multilingual staff-assisted registration, which provides additional information to help track services throughout the growing season. As part of the registration process, customers will be identified as a MSFW and provided a verbal and written explanation of English, Spanish, and Creole services. MSFWs who visit a CSP career center also can use the resource room facilities to self-register or search for employment opportunities. While at the CSP Career Centers, eligible customers also may access other core, intensive, training, or supportive services.

After individuals register in employflorida.com, staff will interview them to assess their needs. The staff creates a resume recording their work history, inquires whether they are interested in permanent employment or job training, and offer career guidance. The specialist then provides referrals to any requested services. Staff also will start recruitment efforts for eligible individuals interested in agricultural work for the upcoming season.

Partner agencies in the region that consider interagency referrals and provide services to the MSFW population concurrently includes: Farmworker Career Development Program,

Department of Children & Families Services, and the Polk County School Board Head Start Centers.

Another service available to MSFW job seekers is the Complaint System, which provides:

- Integrating services for farmworkers and agricultural employers and workers.
- Identifying workers who are job-ready when arriving at the worksite.
- Engaging agricultural employers to determine short- and long-term employment and training needs.
- Providing employers with industry information, farmworkers' rights, and support services
- Facilitate the engagement of agricultural industry into the workforce system, assist in creating jobs within the agricultural industry for permanent and year-round job seeker to increase skills and earn wages.
- Serve agriculture employers by creating local employment opportunities.
- Assist employers in analyzing state and local peak production seasons and recruiting an adequate labor supply.
- Collaborating and coordinating with the Florida Department of Agriculture, Rural Development, to increase viability and sustainability in agricultural areas of state.

CareerSource Polk has created various communication resources to support the community partners in providing meaningful service to agricultural employers and farm workers. These communication resources are intended to help find solutions to MSFW employment and training needs. CSP delivers these resources in several ways, such as:

- Electronic service
- Media and printed information
- Organizational coordination

The Outreach Specialist distributes information on various employment topics. CareerSource Polk may assist in locating resources and speakers for these employment events.

Agricultural employer and farmworker services can be found on the CareerSource Polk website. CareerSource Polk has a Business Services Unit (BSU) to reach out to employers. Business Services strive to understand their business communities' needs, including agricultural employers, by collaborating with MSFW outreach workers, Community Partners, Chambers of Commerce, and industry associations. The Business Service

Unit/Outreach Specialist is charged with helping businesses recruit qualified farmworkers and job seekers to gain employment suited to their skills.

CareerSource Polk also provides information to Employers and to Individuals about the Agricultural Recruitment System (ARS). We discuss what the ARS provides, the process and what the ARS can do for an individual. For example:

- Help agricultural employers to find temporary jobs in agriculture and food processing outside their local area (elsewhere in your state and in other states)
- Provide no cost or public housing for the individual and their family during the employment period
- Guarantee wages the first week
- Ensure that they will be protected by the Federal and State standards for health, safety, wages, and working conditions while on the job
- Give them more control over their work life. They will have reliable information on wages, work activities, housing, and transportation before they sign an agreement to the work area

(E) Significant Multilingual Career Center Plan:

The MSFW Outreach Specialist is fully multilingual and speaks both Spanish and English. CareerSource Polk also has bi-lingual staff located in the significant office to assist candidates with achieving their employment and training needs. Additionally, interpretation services for Spanish, English and Creole are available upon request.

(F) Coordination Outreach Efforts with NFJP Grantees – FCDP:

The ability to share responsibility for this constituency and efficiently coordinate available resources between CareerSource Polk and Farmworker Career and Development Program can leverage local areas' mutual capacities and improve the customer service experience. CareerSource Polk encourages co-enrollment of MSFW customers in services provided by AJC.

The advantages of CareerSource Polk MOU with the Polk County School Board include the following:

- A streamlined information exchange process, which improves the accuracy of shared information.
- Coordinated and planned participation in joint outreach efforts designed to increase customer identification and expand services for MSFWs.

- Increased staff awareness about issues within the MSFW community.
- A tool for periodic review and assessment of the quality of services.

CareerSource Polk and Polk County School Board continues to increase co-enrollments with its NFJP partner. This collaborative effort has helped to expand the opportunities available for MSFW customers. CareerSource Polk meets quarterly with the FCDP to discuss improving coordination of employment and training services available to MSFW. The state monitor meets annually with the staff during the MSFW monitoring review to gather information regarding improvement, shared responsibilities and provides technical assistance and training on the Employment Service and Employment-Related Law Complaint System at the career centers.

(G) Indicators of Compliance:

The MSFW Service Level Indicator Report tracks performance to ensure that service is provided to MSFW customers and on an equitable level as non-MSFW clients. Career Centers are measured on equality ratio indicators and minimum service level indicators.

Equity Ratio Indications Include:

- Referrals to Employment
- Received Staff-assisted career services
- Received staff-assisted career guidance
- Received staff-assisted job search activities
- Referred to Federal/State assistance

Minimum Service Level Indicators includes:

- Individuals placed in a job
- Median earnings of individual in unsubsidized employment
- Placement in long-term non-agriculture jobs

All Migrant Indicator Compliance (MIC)/Migrant Seasonal Farmworker Service Level Indicators Report Equity Measures are established through candidate referrals, all of which is tracked locally. CareerSource Polk staff including the MSFW Outreach Specialist transactions contributes to these measures. Designated staff can provide individual assistance in completing a full application, new registrations, and job referrals through Employ Florida. Staff goals have been aligned with these key performance indicators on the MIC/ MSFW Service Level Indicators Report as well. CareerSource Polk management analyzes and tracks performance regarding these key indicators monthly. The Migrant

Indicators of Compliance (MIC)/MSFW Service Level Indicators Report is also reviewed and discussed during team meetings.

(H) Processing Employment Service Complaint System:

The CareerSource Polk Career Center manager and select staff have been trained on recording any employment service, non-employment service, or MSFW complaint. They are trained on whom to contact and refer the issue to if the complaint's elevation is needed. The complaint representative assists all individuals who want to file a complaint, be it an ES-related, non-ES-related, or MSFW complaint. Complaint representatives are also aware of the process of providing information immediately to the Lead Employment Security Representative or Program Manager when a complaint pertains to a MSFW.

CareerSource Polk offices provide employers with compliance posters about labor laws. As part of our CareerSource Polk outreach efforts; program participants, MSFWs, employers, and the general public, are aware that CareerSource Polk is the best resource for labor information or filing a complaint against an individual or employer. Additional referrals are made to state and federal Wage and Hour, Human Rights, EEOC, OSHA, and other supporting agencies. The Outreach Specialist partners with agricultural associations to provide educational information to employers. A variety of employment topics, such as the Employment Complaint System, are distributed. The Outreach Specialist may assist in locating resources for these educational events. Through these interactions with agricultural employers, CareerSource Polk strives to expand and improve MSFW services.

The Outreach Specialist continues to market and provide the ES-Employment-Related Law Complaint System at community partner meetings. Additionally, Outreach Specialists assist with work registration and job leads, information about the ES Employment-Related Law complaint System, Farmworkers Rights Brochure, and submitting complaints and referrals for supportive services. The Outreach Specialists at CareerSource Polk has a laptop and are better equipped to provide live job searches and job posting referrals. Outreach activities are conducted year-round by the Outreach Specialist from the Winter Haven significant Career Center.

The Outreach Specialist is responsible for and is familiar with the labor market and needs of local MSFWs. To be most effective, the Outreach Specialist understands the issues unique to MSFWs and have English- and Spanish-speaking capability.

The Outreach Specialist:

- Contacts MSFWs to explain the services available at the Winter Haven and Lakeland Career centers.
- Notifies MSFWs of job openings and of their rights and benefits under state and federal employment-related laws.
- Provides information on the ES and Employment Related-Law Complaints System, including sexual harassment.
- Assists MSFWs in filing work registrations in Employ Florida/applications, preparing worker complaints, and arranging appointments to the career centers.
- Provides information about services available through electronic means and how to access this information.
- Identifies qualified MSFWs seeking employment, according to guidelines of the federal regulations at 20 CFR Parts 651, 653, and 658. The initial and follow-up outreach contacts are made to assist MSFWs in becoming employed or improving their employability.
- Contacts agricultural and nonagricultural employers, program operators, community- and faith-based organizations, and education and training providers on behalf of MSFWs.
- Presents information to school students about migrant education programs in the state
- Liaise with local community agencies and MSFW organizations to establish community referral networks.
- Provides advocacy group presentations such as Health Care events...etc.
- Coordinates with other office partners in serving MSFWs.
- Distributes MSFW-assistance brochures.
- Performs joint outreach and recruitment missions with National Farmworker Jobs Program (NFJP) grantees
- Attends staff training conducted by U.S. Equal Employment Opportunity Commission and U.S. Department of Labor (DOL) Employment and Training Administration (DOLETA), Wage and Hour Division
- Accepts job postings while performing outreach activities in the field.
- Refers MSFWs to the nearest career center to receive services.
- Enhances the MSFWs' applications with additional/transferable occupational skills, and matching options for nonagricultural jobs.

MSFWs in Polk County often face poverty, low academic achievement, limited English proficiency, inadequate job training, job readiness and lack of transportation. The Outreach Specialist's approach focuses on those barriers to acquire and retain productive employment. CareerSource Polk reaffirms existing community partnerships and continuously establish new community partnerships to meet the needs of local businesses and MSFWs, while providing job seekers with creating resumes, job search, job placement services, referrals, and support services.

(I) Public Comment:

The public was able to view the Plan online at www.careersourcepolk.com. The Plan was posted from March 1, 2021. Notice was sent to Stakeholders/Partners/Board/LEOs. Partners

The MSFW Outreach Specialist and the DEO Operations Management Consultant for CareerSource Polk held meeting on the week of February 22nd, 2021 to create the Plan.

(J) Attachment:

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	25	110	90	90	90	90	90	90	100	100	100	40
Presentation conducted to groups of MSFWs (Migrant education, Head Start parent meetings, ESL classes, churches, etc.)	0	15	20	10	10	15	5	10	10	10	5	5
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.)	10	9	9	9	9	9	9	9	8	10	8	6
Follow-up contacts with MSFWs to complete partial applications taken during outreach	10	10	10	10	10	10	10	10	10	10	10	10
Conduct outreach contacts weekly (minimum of 40 contacts per week)	160	160	160	160	160	160	160	160	160	160	160	160
Other MSFW outreach activities*	3	2	2	2	2	2	2	2	2	2	2	0
FOCUS ON EMPLOYERS TO PROMOTE HIRING MSFWs												
Visits to agricultural businesses	10	10	10	10	10	10	10	10	10	10	10	10
Visits to non-agricultural businesses	2	2	4	5	5	3	2	2	3	3	3	2
Presentations to meetings/groups of employers	2	2	2	2	2	2	2	2	2	2	2	2
Promotion of the Agricultural Recruitment System to employers	3	3	3	3	3	3	3	3	3	3	3	3
Estimated outreach hours in month	100	100	135	135	135	135	135	135	135	135	135	50
Estimated number of MSFW outreach contacts [^] by month	170	170	170	170	170	170	170	170	170	170	170	170
Estimated number of MSFW quality outreach contacts [^] by month	80	80	80	90	170	100	100	150	150	100	100	60

* 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: 1465 Hours

Estimated total outreach contacts for the 12 months: 2040 Hours

Estimated total quality outreach contacts for the 12 months: 1260 Hours

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

Estimated number of: Ag Job Orders: 15 Ag Positions: 500 Ag Positions Filled: 500