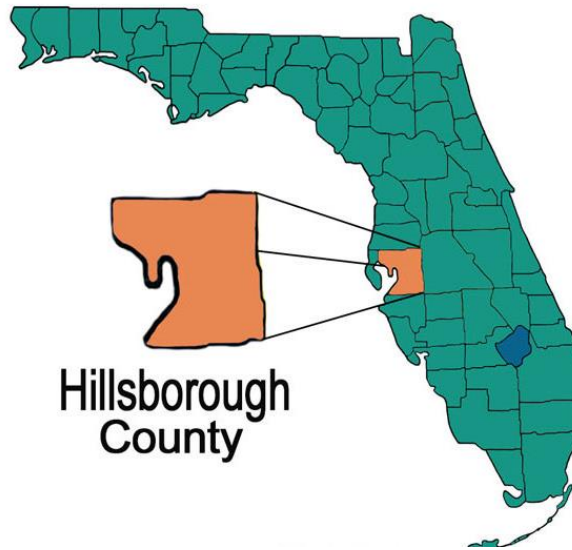


Hillsborough County Florida



Migrant & Seasonal Farmworkers (MSFW) Outreach and Services Local Plan Program Years 2024-2028

Local Workforce Development Area 28

www.careersourcehp.com

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Introduction

The Wagner-Peyser Act contains specific requirements for the provision of equitable and nondiscriminatory 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, 2024 – June 30, 2028. CareerSource Hillsborough Pinellas has two offices designated as a "significant multilingual One-Stop Center." The Plant City office is located at 307 North Michigan Ave, Plant City, FL 33563 and the Brandon office which is located at 6302 East Dr. Martin Luther King Jr. Blvd. Ste 120, Tampa, FL 33619. The offices have one (1) designated staff member as the MSFW Outreach Specialist. This staff member assists agricultural employers and job seekers and completes outreach contacts daily. 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 Farmworker Career Development Program (FCDP) and Workforce Innovative Opportunity Act (WIOA) training programs.

Assessment of Need

Despite the perception that Hillsborough is an urban county, an estimated 69,061 acres of cropland area is devoted to agriculture. Harvesting season peaks in Mid-August through Mid-June. The agricultural crops in this region include: Specialty Citrus, Tomatoes, Blueberries, Strawberries, Bell Peppers, Squash, Cucumbers, Watermelons and Hot Peppers.

CROP	USUAL HARVESTING DATES	
	Begin	Most Active
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 acres in Hillsborough County is strawberries, representing 11,224 acres of the total county's agricultural crops, and about 16% of the nation's strawberries with a total value of \$511 million nationwide as indicated in the Florida Department of Agriculture and Consumer Services. Based on the latest USDA census the total migrant workers in Hillsborough County are estimated at 8,315 farm workers during peak season approximately 1,887 MSFW have been reported during low season. In our county area we have seen an increase in hired labor farms. H2A workers have been hired on most of the remaining farms to meet their workforce needs. MSFWs and employers in Hillsborough County face unique challenges and needs such as: public transportation, quality housing and limited supportive service resources continue to be barriers to employment for this population.

Assessment of Available Resources:

CareerSource Hillsborough Pinellas 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: Alison Online Learning.
- Job search/Employability skills workshops
- Literacy assistance: Referrals to ESOL, and GED
- 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 Hillsborough Pinellas 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: Apprenticeship to Career Empowerment (ACE), Paid Work Experience (PWE), and On-the-Job-Training (OJT) programs
- Virtual Training through Career Clarity Pod offering virtual reality career exploration
- 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 migrants and seasonal farm workers, and to provide emergency stabilization services such as food, rent, etc., to those who choose to stay in farm work.

Proposed Outreach Activities:

During the season (October through June), the outreach worker is out of the office approximately 100% of the time visiting farms and other establishments where farmworkers generally congregate. Staff are 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: Full-time outreach staff must devote 100 percent of their time to outreach responsibilities and must not be assigned to duties other than the outreach responsibilities, described in 20 CFR 653.107

- GED
- ESOL facilities
- Children's Board Hillsborough County Family Resource Centers
- Department of Children and Families
- Redlands Christian Migrant Association (RCMA)

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 the programs and services offered by CareerSource Hillsborough Pinellas listed above
- Promotes the usage of CareerSource Hillsborough Pinellas Career Centers for job searching needs.

CareerSource Hillsborough Pinellas 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 Hillsborough Pinellas'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. Once a week, our FloridaCommerce MSFW Outreach Worker and the FCDP Program Outreach staff conduct joint outreach to Migrants areas like Beth Ethel, a faith-based organization, Farmers Market and the Lady of Guadalupe Mission Center.
- CareerSource Hillsborough Pinellas shares information on upcoming community and faith-based events and internal In-House Recruitment and Job Fair notifications to FCDP. When attending these events, we try to have our tables or booths side by side to cross-promote programs and services.
- Execute data sharing and analysis to identify shared customers, co-case manages, 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.

We have also developed relationships with various community and faith-based organizations and often refer to our customers in need of these resources. (Attachment A: MSFW Outreach Goals) Through all the strategies described above, the MSFW Outreach Worker is able to meet the FloridaCommerce requirement of five (5) minimum quality MSFW contacts per day.

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, ACE, ESOL, Paid Work Experience, On-the-Job Training and Vocational training assistance are also available to candidates based on individual needs. The MSFW outreach staff promotes agricultural employers in Hillsborough county during regular outreach visits. In utilizing various systems to locate additional agriculture employers within LWDB 28, the MSFW Outreach Worker and MSFW Program Manager makes visits to Ag employers notifying them of CSHP/MSFW Employers Services and programs. The MSFW Outreach worker and MSFW Program Manager also advise AG employers on posting positions using Employ Florida and provide literature regarding E-Verify, I9/516 and supportive services.

All MSFW candidates are advised on the full array of services through CareerSource Hillsborough Pinellas. Candidates may also be referred to other programs such as: WIOA Adult, WIOA Dislocated Worker, WIOA Youth, Business Service Recruiters, Disability Program Navigator (DPN)/Ticket-to-Work, Veteran 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:

- E-Verify
- 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.

Significant Multilingual Career Center Plan:

The MSFW Outreach Worker is fully bilingual and speaks both Spanish and English. CareerSource Hillsborough Pinellas 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.

Equity Performance Standards:

The Equity Ratio Indicators/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 Equity Ratio Indicators/ MSFW Service Level Indicators Report Equity Measures are established through candidate referrals, all of which are tracked locally. CareerSource Hillsborough Pinellas staff, including the MSFW Outreach Specialist transactions, contribute to these measures. Designated staff can provide individual assistance in completing a full application, Employ Florida (EF) registrations and job referrals through EF. Staff goals have been aligned with these key performance indicators on the Equity Ratio Indicators/ MSFW Service Level Indicators Report as well. CareerSource Hillsborough Pinellas management staff analyze and tracks our performance on these key indicators. The Equity Ratio Indicators/ MSFW Service Level Indicators Report is also reviewed and discussed during the Workforce Performance Committee meetings on a quarterly basis.

Public Comment:

Input for the development of the MSFW Outreach Plan was solicited from our Migrant Seasonal Farmworker (MSFW) Outreach Specialists, the MSFW Program Manager, MSFW partner Farmworker Career Development Program and key leadership staff within CareerSource Hillsborough Pinellas. An electronic copy of our plan was made available via the CareerSource Hillsborough Pinellas 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 Hillsborough Pinellas.

**ATTACHMENT A. – MSFW Outreach
Goals
(See Attachment)**

PY 2024 - PY 2028 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	18	18	41	36	13	23	23	17	2	2	2
Presentation conducted to groups of MSFWs (Migrant education, Head Start parent meetings, ESL classes, churches, etc.)	12	10	15	5	7	20	3	10	6	20	14	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	1	2	0	1	1	1	1	2	0	2	1
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	1	1	1	1	1	1	1	1	1	1
Visits to non-agricultural businesses	0	0	1	0	0	1	0	0	1	0	0	1
Presentations to meetings/groups of employers	0	0	1	0	0	1	0	0	1	0	0	1
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	104	92	50	80	69	40	55	56	56	30	25	20
Estimated number of MSFW outreach contacts [^] by month	144	289	134	371	288	320	138	159	269	100	80	70
Estimated number of MSFW quality outreach contacts [^] by month	15	42	15	15	15	20	21	20	23	20	21	15

* 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: 670 hours

Estimated total outreach contacts for the 12 months: 2,000 hours

Estimated total quality outreach contacts for the 12 months: 675

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

Estimated number of: Ag Job Orders: 0 Ag Positions: 0 Ag Positions Filled: 0

**ATTACHMENT B. – FCDP MOU
(See Attachment)**

**ATTACHMENT C – Hillsborough
County Children’s Board MOU
(See Attachment)**