

## 2014 Agricultural Outreach Plan

### I. Assessment of Need

Assessment of need is detailed in **Appendix A**.

#### A. Outreach Plan

The Agricultural Employment Services staff of the North Carolina Department of Commerce, Division of Workforce Solutions will continue to promote an aggressive outreach program. Migrant and Seasonal Farmworkers (MSFW) will be contacted throughout the State and offered a full range of employment and supportive services to the extent that staff funding will allow.

Services to the farm worker community will continue to be delivered with particular outreach priority in local office areas with high concentrations of migrant workers. The following offices have been designated as MSFW significant for PY 2014:

Clinton	Smithfield
Edenton	Lumberton
Kenansville	Rocky Mount

The outreach efforts to be undertaken by staff in each of these local offices, as required by 20 CFR 653.107 (b) (2), are described in **Appendix B** of this document.

All of the offices selected to receive outreach workers have been designated as bilingual. Supervisors of these positions will be encouraged to recruit and employ Outreach Workers who speak fluent Spanish and have a migrant or seasonal farm worker background to provide outreach services on an intermittent basis. Qualified candidates are being identified.

Additionally, we have approximately 46 permanent employees who speak Spanish fluently. These employees are strategically located to serve all Division of Workforce Solutions offices, especially those offices that have been designated by the U.S. Department of Labor as significant in serving MSFW clients. An up-to-date listing of interpreters is available through the office of the Employment Service Director. Our Agency also has pamphlets concerning employment services and the "Department of Labor's Protection for Farmworkers" printed in Spanish and English.

North Carolina is a farm labor demand state primarily for the period from April through November. N.C. Workforce Offices are committed to serving the agricultural industry in the state by recruiting North Carolinians for agricultural job openings, with the goal of full utilization of all local and intrastate (within North Carolina) workers whom desire agricultural employment. As needed, interstate or migrant farm workers and H-2A temporary foreign guest workers are brought in to supplement the existing workforce in agriculture.

Local seasonal and year round farm workers are permanent customers with who DWS staff serves throughout the year. Migrant and H-2A workers will be in North Carolina in varying numbers much of the year, primarily for harvest operations. Additionally, migrant and H-2A workers are brought in to

supplement local workers in transplanting operations. Due to high unemployment rates in many rural areas of North Carolina, it is anticipated that more local and intrastate workers will be interested in farm work. Therefore, migrant farm workers and H-2A workers should comprise a smaller number percentage of the agricultural workforce during 2014 and beyond due to the economic downturns in our state's non-agricultural job sectors.

The Division of Workforce Solutions will continue working with other service providers and adhering to the requirements of the Workforce Investment Act and the Wagner-Peyser Act (WIA/W-P) at sections 20 CFR parts 660-671 for WIA, and 20 CFR, parts 651,652, 653, 655, and 658 for Wagner-Peyser. As such, MSFWs will be offered and provided the full array of employment and training services equitably and quantitatively comparable to that offered and provided to non-MSFWs. Outreach activity will be conducted statewide by 16 Agricultural Employment Consultants as well as 4 temporarily funded MSFW Outreach staff. All four temporarily funded MSFW Outreach staff members hired in 2014 will be bi-lingual English/Spanish speaking staff. The four MSFW Outreach staff will be co-funded through an ongoing and very successful Cooperative Outreach Services Agreement between Department of Commerce, Division of Workforce Solutions and the North Carolina Telamon Corporation.

**B. Assessment of Available Resources**

Outreach plans will be accomplished using four temporary outreach positions during the harvest season (for a total of two full-time equivalent positions to be funded from Wagner-Peyser resources) to supplement 16 permanent Agricultural Employment Consultants who conduct outreach year-round. The four Agricultural Field Supervisors, who are the supervisors of the outreach program, will train temporary outreach staff and will provide technical support to all staff involved in outreach activity. All temporary positions will be filled with individuals who have MSFW backgrounds and/or who are ethnically representative of the MSFWs in the local office area and/or who speak Spanish fluently.

The total of two full-time equivalent positions will direct **\$272,007** of Wagner-Peyser funds to outreach activities for MSFWs. These positions will be funded in accordance with the following from 7(a) and 7(b) Wagner-Peyser resources.

	<u>W-P 90%(2050)</u> 7(a)	<u>W-P 10%(1930)</u> 7(b)	Total
Full-Time Equivalent (FTE)	1.80	0.20	2.00
Personal Services	\$88,604	\$4,109	\$92,713
Personnel Benefits	\$30,014	\$357	\$30,389
Non-Personal Services	\$42,352	\$3,891	\$46,243
Indirect (AS&T)	\$14,177	\$555	\$14,732
<b>TOTAL</b>	<b>\$175,147</b>	<b>\$8,912</b>	<b>\$184,077</b>

If the need should arise for additional services to meet immediate needs of MSFWs, the situation will be addressed and additional resources will be made available if at all possible.

Telamon Corporation and the Division of Workforce Solutions have worked together in earnest for many years to provide quality services to our MSFW clients. As a partner in the state's WIA One-Stop Workforce system, Telamon Corporation, the National Farmworkers Jobs Program (NFJP) operator, provides/offers basic core services to the greater population and a wide variety of education and job training programs that are developed for migrant and seasonal farmworkers, adults and youth according to their needs, interests and experience. Telamon Corporation provides WIA employment and training services to eligible migrant and seasonal farmworkers, adults and youth. All Telamon staff are co-located in the State Workforce Offices in the service areas. This collaboration ensures the universal access for farmworkers to the workforce system. Being a partner with Telamon allows local DWS Workforce Office, including all other local partnering service providers, the opportunities for enhancing core services of recruitment, referrals, and job placements. Equally important; the bilingual English/Spanish speaking abilities and expertise of full time co-located Telamon staff in seven of the DWS Workforce Offices is essential to providing an array of intensive services. In particular at least 3,000 MSFWs and their families in our state benefit annually from the following multiple areas of expertise afforded by Telamon staff, credentialed professionals, through career counseling, work experience, classroom training with needs related and financial assistance, on the job training, job search, and placement assistance, case management, emergency assistance and supportive services, English as a Second Language, financial literacy, leadership development, youth development, building skills, and institutional capacity, translation and interpretation services, and follow-up services.

### **C. Numerical Goals**

Each year, DWS staff serves approximately 8,000 individual MSFWs, although providing around 25,000 total MSFW outreach contacts. Approximately 15,000 of the 25,000 total MSFW outreach contacts will be accomplished by DWS Workforce Offices through the four co-located MSFW Outreach staff that is co-funded annually through the Cooperative Agreement with Telamon Corporation. These same 15,000 MSFWs contacted through outreach staff are offered the full range of employment and training and supportive services including being apprised of employment-related law protections and the right to file apparent violations and complaints with DWS JobLink staff.

For instance in PY2012 ending June 30, 2013, the 25,000 MSFW Outreach contacts performed by DWS Workforce Offices resulted with 11,050 total MSFW job placements statewide. Accordingly, last year's six co-funded outreach staff accounted for DWS Workforce Offices placing an estimated 5,000 additional MSFWs in both agricultural and non-agricultural jobs.

The following Workforce Offices has been designated as MSFW Significant Offices for PY 2014: Edenton, Kenansville, Rocky Mount, Clinton, Lumberton, and Smithfield. Two of these offices will have permanent bi-lingual English/Spanish Ag. Employment Consultants. Throughout North Carolina MSFWs generally live in rural isolated areas of the state. They have several barriers to employment to include transportation, childcare, limited English speaking abilities, limited education, and job training problems. All of these barriers are major reasons for their lack of economic mobility. The State's estimated 100,000 farm workers during peak harvest season reveals that approximately 95% are of Hispanic/Latino origin and many are primarily monolingual in Spanish. Division of Workforce Solutions and Telamon plan to continue assisting farm workers and their families by consolidating outreach programs that provide

crucially needed core and intensive services in mostly rural areas where the majority of farm workers live and work.

### Registrations

Clinton.....	700
Edenton.....	300
Lumberton.....	2,000
Kenansville.....	300
Rocky Mount.....	500
Smithfield.....	400
Mountain Region.....	1,000
Piedmont Region (excluding Smithfield).....	1,100
Coastal Plains Region (Excluding Clinton, Edenton, Lumberton, Kenansville, Rocky Mount).....	1,700
<b>Total</b>	<b>8,000</b>

*NOTE: The planned level of activity represents the number of MSFWs that will be served through the use of Wagner-Peyser resources only.*

#### D. Proposed Outreach Activities

Outreach workers will report to the Ag. Field Supervisors who will have primary responsibility for ensuring accomplishment of outreach goals. Through improved reporting practices, better local office coordination of time and more flexibility by management in assignment of outreach duties, an achievement of an average of 16 contacts per staff day will be planned.

Agricultural Employment Consultants (AECs) will perform outreach intermittently with employer relations and placement duties. Cost effectiveness will therefore be maximized through staff travel and time savings. Other local office staff will perform outreach primarily during periods of migrant entry into the local office area and during peak placement periods for AEC staff.

Valid statistical data will be maintained by applying the proper interpretation of the outreach contact definition and by entering all MSFW contacts and services in the daily outreach log. Also, each staff person assigned outreach duties will be identified by a station and desk number for DWS reporting so that management may monitor activity to ensure that outreach responsibilities are being performed.

In compliance with Federal Regulations 20 CFR 653.107, 653.113, 655 Subpart B and 658 Subpart B, training for outreach worker activities will be provided by the following Wagner-Peyser funded staff. Agricultural Field Supervisors, Ag. Employment Consultants, the Monitor Advocate and other local office management staff. Training will consist of basic orientation to the full range of employment services, application and order-taking, recruitment and referral procedures, complaint processing procedures, recognition of apparent violations, farm worker's rights, supportive services, coordination of outreach efforts with other community-based organizations, completion of outreach logs and reports, and MSFW outreach contacts. Outreach staff will also receive training in PC usage so that they will be able to access

DWS automated services via desktop or notebook computers. The Monitor Advocate will perform a general review of the training provided, with special emphasis on the portion of the training that deals with processing complaints and apparent violations.

Each Agricultural Field Supervisor will attend all local migrant council meetings in their administrative area. They will participate in the recruitment and selection of AECs and outreach workers. They will also be involved in continuous recruitment efforts for local, interstate and intrastate farmworkers. The Monitor Advocate will participate in the Farm Worker Advocacy Committee, recently started by farmworker advocates in N.C. These staff members will also closely monitor the movement of farmworkers to prevent underemployment and unemployment. They will monitor the activities of the Agricultural Outreach Specialists and AECs to assist in resolving worker complaints/violations to ensure that all outreach activities conform to the requirements as specified in 20 CFR, 653.107 of the Federal Register.

Outreach will be conducted through personal contact. State laws and ETA policy on right of access will be adhered to in making contacts. Outreach workers as well as other staff will visit living areas, work sites, and local labor centers to explain the full range of services provided by the Division of Workforce Solutions and other agencies. Unemployed and underemployed farmworkers will be advised of agricultural and non-agricultural job opportunities. Outreach workers will meet migrant crews upon arrival in the area to prepare crew manifests and to escort them to assigned camps. Outreach workers will also provide information on and refer MSFWs to supportive services, as well as assist in securing aid such as food stamps, clothing, blankets, health supplies, and migrant shelter when needed.

All media, including Hispanic radio, TV, and newspapers, will be utilized - as funds allow - to ensure positive recruitment of agricultural workers and to ensure enhanced outreach services. Pamphlets will be distributed in Spanish and English at churches and other public gathering places.

The Division of Workforce Solutions will work closely with other agencies concerned with the needs of MSFWs to coordinate the provision of referral services to these agencies. Copies of the Agricultural Plan will be provided, upon request to agencies concerned with the needs of MSFWs

### **III. Wagner-Peyser Act Services Provided to MSFWs through the One-Stop Delivery System**

#### **A. Plan Data for the Upcoming Year**

During the program year, Agricultural Employment Consultants (AECs) will place more emphasis on contacting community-based organizations and other service providers who can help MSFWs obtain supportive services such as classes in English as a second language, school programs for children, etc. AECs are encouraged to attend area migrant council meetings and where a council with other service providers does not exist, attempt to create one.

All Workforce Offices provide core, intensive and training services. Staff will determine the service needs of the MSFW customers and either provide those services or direct these customers to staff who can provide the needed services.

Continued emphasis on integrated services via electronic access will enable DWS staff and partners to more efficiently and effectively provide services within North Carolina's workforce system. Robust technology through a new integrated service delivery system on the ground and electronically will facilitate more readily available service to workers, including MSFW customers. This new system of integrated technology and service delivery will result in seamless service delivery and lead to increased outcomes for jobseeker customers and employers in North Carolina.

Federal Regulations at 20 CFR 653.112 require the establishment of performance indicators reflecting equity and the measurement of minimum levels of service. In North Carolina, we do not anticipate any difficulty in achieving compliance levels for equity indicators, minimum service levels, or planned levels of activity for the current Program Year. Our intention is to achieve compliance with the equity factors and performance indicator levels during the current Program Year and the planning period. Monthly monitoring by AECs, the Ag. Field Supervisors, the Monitor Advocate, and local office corrective actions through the self-appraisal process should help ensure attainment of these goals.

#### **B. Significant MSFW Local Office Affirmative Action Plans**

Since North Carolina is not designed as an Affirmative Action Plan State, no affirmative action plan is required.

#### **IV. Wagner-Peyser Act Services Provided to Agricultural Employers Through the One-Stop Delivery System**

Agricultural Employment Consultants and temporary Agricultural Outreach Specialists will be strategically assigned to Division of Workforce Solutions system of local offices for the purpose of providing labor exchange services to agricultural employers. Collectively, this staff reaches out to agricultural employers and workers in rural areas throughout North Carolina, assisting employers in their pursuit of agricultural workers and helping workers in their search for jobs.

Agricultural employers who are expected to utilize MSFWs will be identified through coordination with various providers of workforce development services, Agricultural Soil Conservation Service offices, Agricultural Extension Service offices, the North Carolina Farm Bureau, and various growers' associations. Services to these employers will be marketed by performing the following activities: (a) approximately 9,000 employer visits, (b) promotional telephone contacts, and (c) staff participation in grower's meetings and training seminars.

In PY 2013, North Carolina H-2A employers will make over 12,000 requests for foreign labor certifications. The Division of Workforce Solutions will continue to increase efforts to recruit and refer US workers in 2014. These extensive, positive recruitment efforts include: (a) providing annual H-2A training of local office staff, (b) posting farm work available posters in English and Spanish, (c) performing local office file searches and call-ins, (d) listing jobs in newspapers and on the radio where applicable, (e) and performing outreach.

Emphasis continues to be placed on the Agricultural Services staff to conduct local area field checks in accordance with the specific regulation sections at 20 CFR 653.503. Records of these field checks are

kept for at least one year in the local office file, and copies sent to the DWS Agricultural Services Program Supervisor. These random, unannounced field checks are conducted on 100 percent of the H-2a work sites to which U.S. workers have been referred and placed through the intrastate or interstate clearance system. This is above the USDOL requirement that field checks be conducted on at least 25 percent of all clearance orders to which U.S. workers are referred and placed through the clearance system. These field check follow ups allow for us to verify placement activity and ensure that the conditions and guarantees in the job orders are being met.

The following data analysis provides information on program year Agricultural Activity and Interstate Clearance Activity. Also included are projected Agricultural Activity and projected Interstate Clearance Activity for Program year 2014.

**DATA ANALYSIS**

<b>1. Prior Year Agricultural Activity</b>	<b>PY2013</b>
	<b>July 1, 2013 through March 31, 2014</b>
Job Orders Received	256
Job Openings Received	17,012
Job Referrals	7,316
Job Openings Filled	6,736
<b>*Fill Rate</b>	<b>40%</b>

NOTE: North Carolina does not collect data on job orders filled. Information provided concerning the fill rate is based on job openings received and filled.

<b>Prior Year Interstate Clearance Activity</b>	<b>PY 2012-2013</b>
	<b>July 1, 2012 through June 31, 2013</b>
H-2a Job Orders Received	131
H-2a Job Openings	12,401
H-2a Employers	1,193
H-2a Referrals	711
Field Checks Conducted	32

<b>2. Projected Program Year Agricultural Activity</b>	<b>PY2013-2014</b>
Job Orders Expected to be Received	800
Job Openings Expected to be Filled	12,000

<b>Projected Interstate Clearance Activity</b>	
H-2a Job Orders Expected to be Received	140

NOTE: The prior year accomplishments and the projected level of agricultural activity represents activity funded through the use of Wagner-Peyser resources only.

Job openings received during the budget year will approximate the following, by percentage, in each of the three broad geographic areas of North Carolina.

Mountain	10%
Piedmont	10%
Coastal Plain	80%
<b>Total</b>	<b>100%</b>

## **V. Agricultural Plan Development, Clearance and Submittal**

### **Input From Agricultural Agencies**

Comments, feedback, and suggestions will be requested from the following agencies:

N.C. Department of Labor Agricultural Safety and Health Bureau  
N.C. Migrant Education  
167 Grantee (Telamon Corporation)  
Farm Bureau Federation of N.C.  
N.C. Rural Economic Development Center  
Governor's Council for Hispanic/Latino Affairs  
N.C. Cooperative Extension Services  
Legal Services of N.C., Farmworker Unit  
Farmworker Advocacy Network (FAN)  
N.C. Agromedicine institute  
US Department of Labor, Wage and Hour Division  
N.C. Department of Agriculture

### **Input from the Monitor Advocate**

The North Carolina Monitor Advocate submits below his recommendations concerning the "2014 DWS Agricultural Outreach Plan " in accordance with federal regulation section 20 CFR 653.107 (c) (1) (v).

DWS Migrant and Seasonal Farm Worker (MSFW) Outreach staff should be trained within 3 days of being hired in the USDOL/ETA Training Modules described in below electronic copied site.

Also MSFW Outreach staff should be trained within 3 days from being hired with the attached "Outreach For MSFW Fact Sheet".

1. <https://www.workforce3one.org/view/1001306643662117435/info>
2. Historically DWS MSFW Outreach staff have focused primarily all their "MSFW Outreach Contacts, including most Agricultural Employer Visits", to Non-H2A agricultural farm sites within our state.

However in keeping with the following federal regulation at 20 CFR 653.501 (F) (xvi) in quotes below, and at the same time improving our DWS MSFW Outreach Services to U.S. workers working on North Carolina H-2A Job sites we need to visit more of the 1,200 or so H-2A Job sites within our state.

20 CFR 653.501 (F) (xvi): "An assurance that outreach workers shall have reasonable access to the workers in the conduct of outreach activities pursuant to §653.107."

**Agency's Response to Monitor Advocate**

The Monitor Advocate has provided valuable suggestions and they will be implemented for improving services.

**Wagner-Peyser Agricultural Outreach Appendix A**  
**Assessment of Need for Agricultural Services**

<b>Crop Activities</b>	<b>Month(s)</b>	<b>Agricultural Reporting Area</b>	<b>MSFW Labor Force CY2013</b>	<b>MSFW Labor Force CY2014 Projections</b>
Tobacco Transplanting	April, May	NorthEast SouthEast Piedmont Western	2000 1500 2100 300	1900 1200 1900 200
Sweet Potato Transplanting	May, June	Northeast Southeast	1200 2200	1400 2200
Pickle Cucumber Harvest	June, July, Sept, Oct.	Northeast Southeast	1900 1000	1700 900
Blueberry Harvest	May, June, July	Northeast Southeast	600 5000	500 5500
Cabbage Harvest	June, July, Oct, Nov, Dec	Northeast Southeast	1500 400	1300 400
Tobacco Suckering & Topping	June, July, Aug	Northeast Southeast Piedmont Western	2500 1800 2100 300	2400 1800 1900 200
Squash Harvest	May, June, July, Sept, Oct	Southeast	500	500
Long Green Cucumber Harvest	June, July, Sept, Oct	Northeast Southeast	500 1000	500 1000
Pepper Harvest	June, July, Sept, Oct	Northeast Southeast	200 1200	200 1200

<b>Crop Activities</b>	<b>Month(s)</b>	<b>Agricultural Reporting Area</b>	<b>MSFW Labor Force CY2013</b>	<b>MSFW Labor Force CY2014 Projections</b>
Tobacco Harvest	July, Aug, Sept, Oct	Northeast	4500	4400
		Southeast	3500	3500
		Piedmont	4000	3500
		Western	900	800
Eggplant Harvest	July, August	Southeast	300	300
String Bean Harvest	June, July	Northeast	250	200
		Southeast	200	100
Peach Harvest	July, August	Piedmont	230	230
		Western	100	100
Tomato Harvest	July, Aug, Sept, Oct	Piedmont	200	200
		Western	1000	1000
Apple Harvest	Sept, Oct, Nov	Western	2000	2000
Sweet Potato Harvest	Aug, Sept, Oct, Nov	Northeast	3400	3600
		Southeast	4100	4100
		Piedmont	100	100
White Potato Harvest	June, July	Northeast	1100	1000
		Southeast	200	200
Christmas Tree Harvest	Nov, Dec	Western	2800	2800
Horticultural Activities	Jan thru Oct	Northeast	3200	3400
		Southeast	2500	2500
		Piedmont	4500	4500
		Western	2500	2500

**Wagner-Peyser Agricultural Outreach Appendix B**  
**Assignment of Outreach Workers**

<b>Office</b>	<b>Employment Dates</b>		<b>Number of Weeks</b>
	<b>Start</b>	<b>End</b>	
<b>Clinton</b>	May 12	September 1	17
<b>Edenton</b>	May 12	September 1	17
<b>Lumberton</b>	May 5	August 25	17
<b>Rocky Mt.</b>	May 19	September 8	17
<b>Kenansville</b>	May 5	August 25	17
<b>Smithfield</b>	May 19	September 8	17

# Outreach for MSFW Fact Sheet

## [20 CFR §653.107\(a\)](#)

### Outreach for MSFWs

The federal regulations stipulate that any workforce center where Migrant and Seasonal Farmworkers are accounted for 10% or more of annual applicants and those local offices which the Administrator determines should be included due to special circumstances such as an estimated large number of MSFWs in the local office service area. In no event must the number of significant MSFW local offices be less than 100 offices on a nationwide basis.

### Outreach Program

The Outreach Program is required to locate and contact **MSFWs** who are not being reached by the normal intake activities of the local Workforce Center. The purpose of the Outreach Program is to enhance the employability of **MSFWs** and provide supportive services.

The goals of the Outreach Program are to:

- Provide basic services where **MSFWs** work, live, or gather for recreational purpose;
- Inform **MSFWs** of the full array of services available at the Workforce Center; and
- Provide needed supportive services and referral to other service providers.

### Significant Centers

In addition to the required services that have been previously outlined, certain Workforce Centers must conduct outreach to **MSFWs**. These centers are designated as *Significant Centers*. A *Significant Center* is a Workforce Center where **MSFW** job registrants comprise at least ten percent, or more, of the total job applicants registered during the previous Program Year (July to June). If the Department of Labor determines the Workforce Center is a *Significant Center*, then the center must provide an outreach program.

### Outreach Worker Roles and Responsibilities

In most Workforce Centers that are designated as Significant Centers, the Outreach Worker is a full time position. The Outreach Worker has a number of responsibilities. Below is a brief list of the roles and responsibilities:

1. Contact and locate the MSFWs where they work and live;
2. Observe the work and living conditions;
3. Explain the services available;
4. Provide information about the Job Service complaint system;
5. Explain basic farmworker rights when the Outreach worker refers an MSFW to a job (20 CFR 653 and 658);
6. Assist in the preparation of a work application;
7. Refer to a job currently available;
8. Assist in the preparation of a worker complaint;
9. Refer to supportive services, if needed; and
10. Assist in making appointments.