

Workforce Development Board of Western Missouri, Inc.

Outreach Plan

West Central Region

2017 - 2020

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Profile

The West Central Region consists of 13 counties and the historic towns of Sedalia, Warrensburg, Clinton, Nevada and Marshall. Its three major lakes offer tranquility and recreation, while Whiteman Air Force Base, home of the B-2 Stealth bomber, offers international military protection and civilian jobs. Though the western most counties are included in the Kansas City metropolitan statistical area (MSA), the region is very rural. According to the Missouri Economic Research and Information Center (MERIC) the top industries are retail trade, farming, construction, food services and federal/military.

The current population of 280,406 shows a decrease of 1,217 since PY13, however MERIC's CLF shows an increase of 9,374. The West Central Region of Missouri is slow growing, with a projected total population increase of less than one percent over the next five years.

The region has one of the oldest populations in the state, with the age group of 55 to 75 growing the most by 2014. Four counties: Benton, Hickory, Cedar and St. Clair, join six other counties in the state that share the distinction of having the largest share of their population aged 65 and older. Benton and Hickory counties are also the only two counties in the state with median ages above 50 years. The most populated county in the region, Johnson County, in contrast, has the smallest share of population ages 65 and older. The median age of Johnson County is 29.8, seated fifth youngest in the state.

Females in the region outnumber males 54% to 46%. Of the 80,079 Civilian Labor Force PY14 the "white alone" population equals 75,259 leaving less than 5,000 people in all other race categories combined (U.S. Census, LEHD). Approximately 3.3% of the CLF population is Hispanic or Latino. Ten percent of the region's CLF population is categorized as disabled. The counties with the highest percentages of the CLF population identified as being disabled are Cedar (11.8%), Hickory (14.5%), and Vernon (11.8%).

The Workforce Development Board of Western Missouri, Inc. was originally established in 1983 as the Western Missouri Private Industry Council. It has a 22 member Board of Directors made up of individuals representing private business (at least 51%), education, vocational rehabilitation, labor, apprenticeship programs, economic development, Temporary Assistance for Needy Families, and community-based organizations with expertise in serving those with barriers to employment (ex. those with disabilities, veterans, youth, etc.). The Board is currently involved in the development of regional career pathways for the sectors of advanced manufacturing, food/agriculture, and healthcare.

The one subcontractor Preferred Family Healthcare (PFH), runs the Youth at Work program and provides our staffing for the Missouri Job Centers in the region. PFH's Workforce division has multiple staffing contracts to staff Missouri Job Centers. PFH works together as a partner in our mission.

West Central Region	
Population:	280,406
Square Miles:	9,178
Counties:	
Bates	16,584
Benton	18,806
Carroll	9,043
Cedar	13,952
Chariton	7,694
Henry	22,028
Hickory	9,219
Johnson	54,362
Lafayette	32,688
Pettis	42,225
Saline	23,347
St. Clair	9,457
Vernon	21,001
Communities of 5,000 or more Population:	
Clinton	9,015
Marshall	13,042
Nevada	8,295
Odessa	5,173
Sedalia	21,492
Warrensburg	19,963

Introduction

The Workforce Development Board of Western MO, Inc. (WDB) has prepared this Outreach Plan, outlining steps WDB plans to take in reaching out to underserved populations in our region of 13 counties over the next three years.

The Workforce Development Board of Western Missouri serves a 13 county region of Missouri that is home to three Missouri Job Centers. Those Job Centers are located in Sedalia (Pettis County), Clinton (Henry County), and Nevada (Vernon County). Reports indicate the following groups are under-represented among those served by the Job Centers: Limited English Proficient (LEP) individuals, persons with disabilities, adults 55 and over, and young adults.

Data analysis has shown that several populations are served in lower rates in our region's Missouri Job Centers. In order to try to attract customers who fit in these groups, the following plan will address need areas and goals to address those areas.

Goals

1. To reach out to and better serve individuals with disabilities in our region.
2. To better serve individuals who are Limited English Proficient.
3. To better serve individuals who are aged 55 and over.
4. To better serve youth and young adults.

Goal 1: To reach out to and better serve individuals with disabilities in our region.

Objectives

1. Establish Job Center Connection Sites in underserved communities in the West Central Region.
2. Partner with agencies serving populations identified in the Goals section above. Make meaningful referrals to the partner agencies.
3. Support Youth Taskforce Partnership initiative. This partnership brings together providers of youth services to share resources and to discuss the needs and barriers for successful youth placements. This is accomplished through agency presentations, referrals and small group meetings.
4. Support Nexus group. Organizations represented on this team are MO Vocational Rehabilitation, Workforce Development Board, AARP, Ability KC, Center for Human Services, MO Rehab Services for the Blind, ResCare, Job Point, AEL, and Preferred Family Healthcare, just to mention a few. This group meets regularly to share information and coordinate business services/outreach.

5. Cultivate and maintain relationships with a broad range of community organizations in order to reach out to previously unreached groups. Partners in the Job Center and larger system may meet regularly to share information and update processes for referral of customers to each partner program/services.

Goal 2: To Reach LEP individuals in the region.

The Workforce Development Board has developed an LEP Plan. This plan outlines policies, procedures, interpreter services, and issuances that apply to LEP.

Spanish is the most prevalent first language of our LEP population in our region. Saline County has the highest population of primary Spanish Speakers (7.14%), followed by Pettis (6.24%) and Johnson Counties (1.99%). Spanish is followed by German as the second most common first language.

Objectives:

1. In accordance with the Workforce Development Board's LEP Plan, Vital Documents will be translated.

As per the LEP Plan: **Into which languages should documents be translated?**

The languages spoken by the LEP individuals with whom the Career Center has contact will determine the languages into which vital documents should be translated. A distinction should be made, however, between languages that are frequently encountered by the Career Center and less commonly-encountered languages.

2. Begin outreach from the Sedalia Job Center office to Spanish speakers. Utilize Sedalia contract staff member who is bilingual Spanish/English. Outreach flyers will be created in both English and Spanish. Spanish flyers will be posted in ethnic groceries, medical clinics, Laundromats, and social service agencies.
3. Expand Outreach to other counties.
4. Partner with State Fair Community College's AEL citizenship classes.
5. Continue ongoing evaluation of LEP plan and Outreach Plan.

Goal 3: To better serve individuals who are aged 55 and over.

A vital part of the workforce, experienced individuals aged 55 and over can offer experience, reliability, and dedication to the work place.

Objectives

1. Visit community groups and Senior Centers to present information on services available.

2. Continue partnership with AARP program.
3. Collaborate with organizations that serve older adults, i.e.: Senior Centers, Care Connections, and AARP to better serve older adults.

Goal 4: To better serve youth and young adults.

Provide opportunities for soft skills development, job exploration, training, and development for young people to help equip them for life-long, consistent employment. New workers benefit from soft skills training, career exploration, job search assistance, career guidance, resume development, career coaching, etc.

Objectives:

1. Continue to provide Summer Employment and S.E.A.L. programs.
2. Continue the Regional Youth Task Force Partnership group to address youth needs.
3. Develop soft skills program and provide “Worker Boot Camp” to young people.
4. Expand outreach for West-Central Youth @Work programs.
5. Expand outreach from Job Centers for young adults 16 – 24.
6. Collaborate with appropriate school districts and local community college on programs and services.