

Workforce Development Board of Western Missouri, Inc.

Affirmative Outreach Plan

West Central Region

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 Health Care/ Social Assistance and Manufacturing. The average annual wage across all industries is \$33,234.

The current population of 279,267 shows an increase of 399 since Program Year 2018. The West Central Region of Missouri has a projected total population increase of 3.7% over the next five years.

The region has one of the oldest populations in the state with 25% of the region being age 55+. 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 or older. Benton and Hickory counties are the counties with the largest 65 years and over population. The most populated county in the region, Johnson County, in contrast, has one of the smallest share of population of aged 65 years or 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 30,465 Civilian Labor Force, the “white alone” population equals 75,189. Approximately 2.8% of the CLF population is Hispanic or Latino. The counties of Pettis, Saline, and Johnson have the highest Hispanic or Latino population in the region. Sixteen 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 Hickory (19.6%), Benton (17.9%), Cedar (17.4%) and Henry (16.8 %).

The Workforce Development Board of Western Missouri, Inc. was originally established in 1983 as the Western Missouri Private Industry Council. It has a 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 identifies the regional sectors as Manufacturing, Healthcare/Social Assistance, Retail Trade, and Food Production.

The one subcontractor Odle Management Group, provides staffing for the Missouri Job Centers in the region. Odle works together as a partner in our mission.

West Central Region	
Population:	279,267
Square Miles:	9,178
Counties:	
Bates	16,172
Benton	19,443
Carroll	8,679
Cedar	14,349
Chariton	7,426
Henry	21,824
Hickory	9,544
Johnson	54,062
Lafayette	32,708
Pettis	42,339
Saline	22,761
St. Clair	9,347
Vernon	20,563
Communities of 5,000 or more Population:	
Clinton	8,947
Marshall	12,934
Nevada	8,254
Odessa	5,202
Sedalia	21,718
Warrensburg	20,262

Introduction

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

The Workforce Development Board of Western Missouri serves a 13 county region of Missouri that is home to two Missouri Job Centers. Those Job Centers are located in Sedalia (Pettis 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, individuals identifying as American Indian/Alaskan native, individuals with disabilities, individuals aged 55 and above, individuals that identified as females in the youth and young adult population, and Veterans ages 30-54.

Groups

- * Individuals identifying as American Indian/Alaskan Native
- * Individuals with disabilities
- * Individuals who are aged 55 and above
- * Individuals who are youth and young adults and identify as female
- * Individuals who are Veterans and are ages 30-54
- * Individuals with Limited English Proficiency

Individuals identifying as American Indian/Alaskan Native

Background

There are 479 individuals in the West Central Region that identify as American Indian/Alaskan Native. Pettis County has the largest number with 120 individuals followed by Johnson County with 91 individuals and Saline County with 57 individuals identifying as American Indian/Alaskan Native. Chariton County has the lowest number of individuals identifying as American Indian/Alaskan Native with seven individuals.

Results of the Program Data Analysis for Program Year 2017 indicated adverse impact to individuals that identified as American Indian/Alaskan Native. After investigation was conducted, the impact does not appear to be a result of discrimination.

Plan

1. Monitoring of this data will continue going forward to identify what is causing the adverse impact to this population.
2. Training will be provided to staff on this data.

Individuals with disabilities

Background

There are 24,777 individuals in the West Central Region that identify as being disabled. Hickory and Benton Counties have the largest percentage of individuals with disabilities while Johnson County has the lowest. Results of the Program Data Analysis conducted for Program Year 2017 show adverse impact to this population. Investigation revealed that the adverse impact was not a result of discrimination but rather that the population is underserved and more outreach to individuals with disabilities is needed.

Plan

1. Establish Job Center Connection Sites in outlying counties in the West Central region.
2. Partner with agencies serving individuals with disabilities. Make meaningful referrals to the partner agencies.
3. Support Youth Task Force Partnership. This partnership brings together provider 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, and AEL, just to mention a few. This group meets regularly to share information and coordinate business services/outreach.
5. Participate in WIOA Partner meetings and inter-agency meetings to cultivate and maintain relationships with a broad range of community organizations in order to reach out to individuals with disabilities. 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.

Individuals who are aged 55 and over

Background

A vital part of the workforce, experienced individuals aged 55 and over can offer experience, reliability, and dedication to the work place. There are approximately 20,000 individuals of the CLF in the West Central Region who are aged 55 or older. The counties with the highest numbers of individuals aged 55 years or older are Pettis and Johnson counties. In contrast, Hickory County has the lowest number of individuals aged 55 years or older. Results of the Program Data Analysis conducted for Program Year 2017 show adverse impact to this population. Investigation revealed that the adverse impact was not a result of discrimination but rather that the population is underserved and more outreach to individuals with disabilities is needed.

Plan

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.

Individuals who are youth and young adults and identify as female

Background

Approximately 4,000 individuals of the CLF identify as female and are ages 14-21 in the West Central region. Johnson and Pettis counties have the highest number of females who are ages 14-21 while Hickory County has the lowest. Results of the Program Data Analysis for Program Year 2017 indicated adverse impact in this area. After investigation, it has been determined that this is not a result of discrimination but rather a need for targeted outreach.

Plan

1. Support Youth Task Force Partnership. This partnership brings together provider 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.
2. Expand outreach for the youth and young adult population targeting those counties with highest number of youth and young adults.
3. Collaborate with appropriate school districts and local community colleges to reach youth and young adults.
4. Develop partnerships with school counselors, social workers, and other community programs that serve the youth and young adult populations.

Individuals who are Veterans and are ages 30-54

Background

Results of the Program Data Analysis for Program Year 2017 indicated adverse impact for individuals who are veterans ages 30-54. Investigation revealed that this is not a result of discrimination, but rather a need for more targeted outreach to this population.

Plan

1. Work with Whiteman Air Force Base to provide information about job center services to transitioning service members.
2. Attend orientation for new comer's to provide information about job center services.
3. Collaborate with DVOP/LVER to assist veterans.
4. Provide staff training on Veteran's Priority of Service.

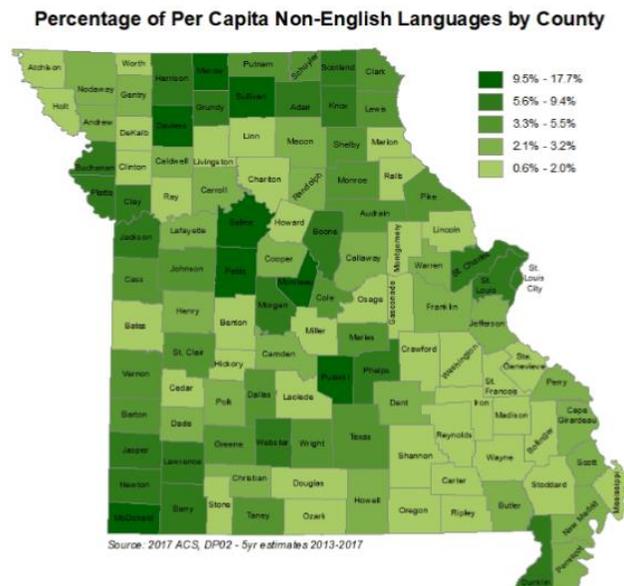
Individuals with Limited English Proficiency

Background

The Workforce Development Board of Western Missouri, Inc. (WDB) is committed to making services available to individuals with Limited English Proficiency (LEP) as part of its mission “to ensure equal access to all WDB programs, services, and activities”. Based on this commitment, WDB makes every effort to assist LEP customers in accessing all programs and services. WDB serves a diverse population of all languages and linguistic origins.

Approximately six percent of Missouri’s population speak a language other than English. This group can be categorized two ways: those whose primary language is something other than English but are fluent in English, and those that have limited proficiency in English.

There are over 30 languages spoken in Missouri including Spanish, Chinese, Vietnamese, Serbo-Croatian, Arabic, and German. The following map indicates foreign languages spoken by county per capita percentage.



Source: 2015 ACS 5yr Estimates (2011-2015) – Language Spoken at Home by Ability to Speak English 5yrs and older. *Data from the 2015 ACS used to determine specific language groups spoken in the state. This data lags behind the other language data collected and therefore presented separately.

There are seven counties that have the largest populations per capita (at least 10 percent and above) of any foreign language speakers. In the West Central Region, one county is at the ten (10) percent and above, Pettis County at 10.4%.

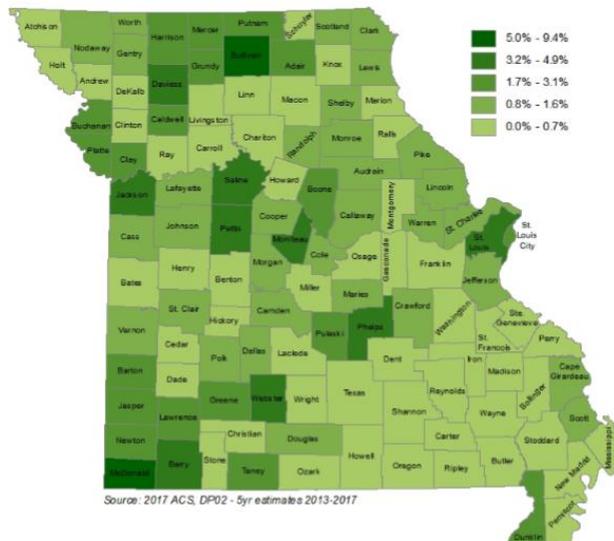
The most common foreign language in Missouri is Spanish. Spanish speakers make up approximately 2.6% of Missouri’s total population of ages five years or older. The chart below shows those counties with three% or greater Spanish speaking languages. The counties of Saline and Pettis in the West Central Region are included.

Highest Percentages of Spanish Speakers by County			
Missouri County	2017 Total Population 5yrs and Over	2017 Total Spanish Language 5yrs and Over	2017 Percent Per Capita Spanish Language
Sullivan	6,031	1,014	16.8%
McDonald	21,224	1,867	8.8%
Saline	21,560	1,723	8.0%
Barry	33,354	2,401	7.2%
Pettis	39,423	2,485	6.3%
Pulaski	49,434	3,060	6.2%
Jackson	641,819	39,219	6.1%
Dunklin	28,696	1,682	5.9%
Jasper	110,176	6,223	5.6%
Lawrence	35,639	2,012	5.6%
Moniteau	14,854	664	4.5%
Taney	51,105	1,948	3.8%
Buchanan	83,661	2,974	3.6%
Newton	54,607	1,815	3.3%
St. Louis City	294,285	9,258	3.1%

Source: 2017 ACS DP02 - 5yr Est (2013-2017)

2.2% of Missouri’s population have a limited English proficiency with English. Counties in Missouri with the largest percentage per capita of limited proficiency in English include Sullivan, McDonald, Barry, Saline, Pettis, and Moniteau. Saline and Pettis are both at 4.2%. For these counties, the primary foreign language spoken is Spanish.

Percentage of Per Capita Limited English Proficiency by County



Source: 2017 ACS, DP02 - 5yr estimates 2013-2017

Languages utilized statewide by Missouri Job Centers in PY 2019 include Albanian, Arabic, Burmese, Cantonese, Chinese, Russian, French, Spanish, and Vietnamese just to name a few. In the West Central Region, Spanish and Russian were utilized.

After conducting research and investigations, it has been determined that the top three languages utilized in the West Central Region are Spanish, Russian, and German. The Limited English Proficiency Plan will focus on those three languages.

Plan

1. Educate the public on language services available free of charge
2. Educate the public and staff on how to access language services.
3. Vital documents will be translated. Vital documents can include documents like menu of services, WIOA pre-application, flyers, etc. The languages spoken by LEP individuals with whom the Job Center has contact will determine the languages into which vital documents will be translated. A distinction should be made, however, between languages that are frequently encountered by the job center and less commonly encountered languages. Spanish is the most common encountered language at Sedalia Job Center, followed by Russian, and as such, vital documents will be translated into Spanish and Russian. All other documents that are about services of the job center will have the Babel notice included.
4. The Sedalia Job Center will conduct outreach to the Spanish speaking populations in Pettis, Johnson, and Saline counties.
5. Outreach materials for the Sedalia Job Center will be created in Spanish and Russian and distributed to places like ethnic groceries, laundromats, medical clinics, schools, and social service agencies.
6. Collaboration with State Fair Community College to provide outreach to citizenship classes to promote the services of the job center.

Sources

WIOA County Demographics retrieved from <https://meric.mo.gov/data>

Missouri Workforce 2019-West Central Region retrieved from <https://meric.mo.gov/media/west-central-economic-and-workforce-report>

Missouri Population Data Series Age and Gender Demographics 2010 Census retrieved from <https://meric.mo.gov>