

Workforce Development Board of Western Missouri, Inc.
Affirmative Outreach Plan

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 \$39,840.

The current population of 279,469 shows a increase of 1,506 since the last outreach plan. 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 17.23% of the region being age 55+. Johnson, Pettis, and Benton have the largest share of their population that identifies as ages 55+. The county with the youngest population is Pettis with 7,189 individuals that identify as ages 34 and younger.

Females in the region outnumber males 51.86% to 48.14%. Of the 128,691 Civilian Labor Force, the “white alone” population equals 77,212. Approximately 5.6% 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. 15.8% 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 (24.5%), Benton (22.2%), Cedar (24.4%).

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%), Higher Education, Vocational Rehabilitation, Labor, Apprenticeship programs, Economic Development, Temporary Assistance for Needy Families, Wagner-Peyser and Adult Education and Literacy. While Community Based Organizations are not represented on the Board, the region works closely with these organizations with expertise in serving those with barriers to employment (those with disabilities, veterans, youth, etc.). The Board identifies the regional sectors as Manufacturing, Healthcare/Social Assistance, Retail Trade, and Food Production.

Eckerd Connects, provides staffing for the Missouri Job Centers as the only subrecipient in the region. Eckerd works together as a partner in our mission.

West Central Region	
Population:	27,8053
Square Miles:	9,178
Counties:	
Bates	16,105
Benton	19,908
Carroll	8,376
Cedar	14,496
Chariton	7,356
Henry	22,206
Hickory	8,607
Johnson	54,150
Lafayette	32,817
Pettis	43,188
Saline	23,289
St. Clair	9,376
Vernon	19,595
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 with disabilities, individuals aged 55 and above, and Veterans ages 22-55+, and individuals who did not self-identify race/ethnicity.

Groups

Individuals identifying as age 55 and above

Individuals identifying as more than one race

Individuals who did not self-identify race/ethnicity

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 10,000 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 Johnson and Pettis counties. Results of the Program Data Analysis conducted for Program Year 2020 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. Visiting community groups and Senior Centers to present information on services available.
2. Continuing partnership with AARP program.
3. Collaborating with organizations that serve older adults, i.e.: Senior Centers, Care Connections, and AARP to better serve older adults.

Individuals identifying as more than one race

Background

1.9% or 1,572 individuals of the CLF in the West Central region identify as more than one race. The counties with the highest number of individuals that identify as more than one race are Johnson and Pettis. Results of the Program Data Analysis show adverse impact to this population. Investigation revealed that the adverse impact was not a result of discrimination but rather that this population is underserved.

Plan

1. Conduct outreach to this population in Johnson and Pettis counties.
2. Provide information to community partners about language services available at the job center.
3. Provide outreach materials to community partners in other languages.

Individuals who did not self-identify race/ethnicity

Background

Individuals in the West Central Region did not self-identify race/ethnicity. Results of the Program Data Analysis show that there was adverse impact to individuals in this group. Investigation revealed that this is not a result of discrimination.

Plan

1. Staff will continue to educate job seekers on the right to self-identify and the language services available in the job center.

Individuals with Limited English Proficiency

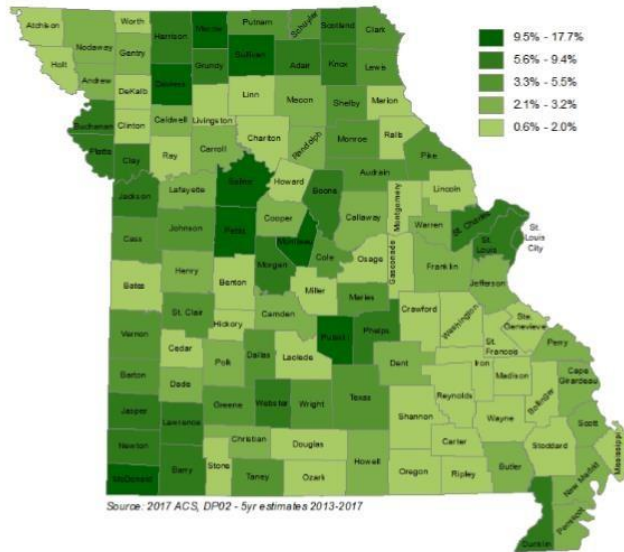
Background

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 seven 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.

Percentage of Per Capita Non-English Languages by County



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.

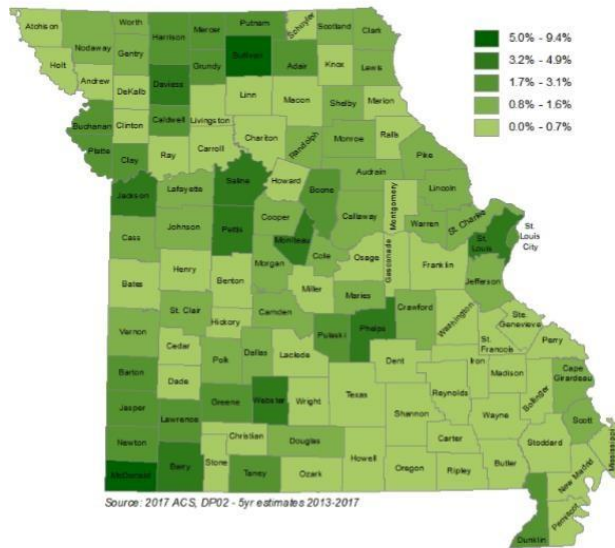
There are seven counties that have the largest populations per capita (at least 10 percent and above) of any foreign language speakers. In the West Central Region, one county is at the ten (10) percent and above, Pettis County at 10.4%.

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)

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 Pettis and Saline in the West Central Region are included. 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



Languages utilized statewide by Missouri Job Centers in PY20 include Spanish, Russian, Arabic, Dari, Haitian Creole, and Pashto 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.

Limited English Proficiency Plan

- Educating the public on language services available free of charge
- Educating the public and staff on how to access language services.
- Translation of vital documents will be completed. These can include documents such as 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.
- The Sedalia Job Center will conduct outreach to the Spanish speaking populations in Pettis, Johnson, and Saline counties.
- 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.
- 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 2022-West Central Region retrieved from <https://meric.mo.gov/media/westcentral-economic-and-workforce-report>

Missouri Population Data Series Age and Gender Demographics 2020 Census retrieved from <https://meric.mo.gov>

