

**Workforce Development Board  
Of**

**Western Missouri, Inc.**

**Local  
Outreach  
Plan**

## **Outreach Plan**

### **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 over the next year.

The Workforce Development Board of Western Missouri serves a 13-county region of Missouri that is home to one comprehensive Missouri Job Center located in Sedalia, an affiliate site in Nevada, and an access point on the State Fair Community College Campus in Clinton. Data analysis and investigation show that there are groups that need additional outreach conducted to increase activity within those demographic groups. The groups are:

- Migrant Seasonal Farmworkers (MSFW)
- Veterans
- Youth (Ages 14-24)
- Individuals that identify as 55+
- Individuals that identify as Disabled
- Individuals that identify as Hispanic
- Individuals that identify as Limited English Proficient

## **Groups**

### **Migrant Seasonal Farmworkers (MSFW)**

#### **Background**

A review of data indicated that this demographic group is in need of additional outreach.

#### **Plan**

Increases communication and partnering with organizations that serve Migrant Seasonal Farm Workers.

### **Veterans**

#### **Background**

A review of data indicated that this demographic group is in need of additional outreach to increase activity within the group.

## **Plan**

1. Increase partnership with local military installations and other organizations that serve veterans.
2. Continue partnering with the veteran's representative located within the job center to increase outreach to this population.

## **Youth**

### **Background**

A review of data indicated that this population is in need of additional outreach to increase activity within the group.

### **Plan**

1. Increase awareness of Youth Program with community organizations.
2. Hold events in each county to target Out of School Youth (ages 16-24)
3. Continue partnerships with local school and JAG programs to target In School Youth.

## **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 20,500 individuals of the CLF in the West Central Region who are ages 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 2021 show potential 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 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 that identify as Disabled**

### **Background**

15.8% of the Civilian Labor Force (CLF) identifies as disabled. There are three counties that have the highest population of individuals that identify as disabled. These counties are Benton, Cedar, and Hickory.

### **Plan**

1. Conduct targeted outreach to the counties of Benton, Cedar, and Hickory.
2. Provide information about job center services to partners and community partners that serve individuals with disabilities.

## **Individuals that identify as Hispanic**

### **Background**

Data analysis showed that additional outreach is needed for this demographic group. Approximately 6% of the West Central Region's civilian labor force identifies as Hispanic. Pettis County has the highest number of individuals that identify as Hispanic, followed by Saline and Johnson Counties.

### **Plan**

1. Staff will continue to educate job seekers on the language services available in the job center.
2. See Limited English Proficiency Plan.

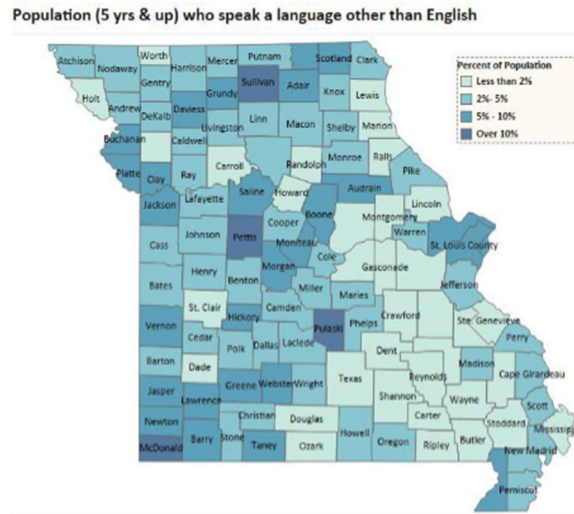
## **Individuals with Limited English Proficiency Background**

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 (6) 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.

There are four counties in Missouri that have the largest population of foreign-language speakers. These counties are Sullivan (18.1%), McDonald (14.4%), Pettis (12.0%), and Pulaski (11.9%) One of those counties, Pettis, is in the West Central Region.



Source: U.S. Census Bureau, American Community Survey, 5-Year Estimates

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 counties of Pettis and Saline in the West Central Region are included in the counties with highest percentage of Spanish Speakers.

Highest Percentage of Spanish Speakers by County			
County	Population 5 years and older	Population 5 years and older who speak Spanish	Percent of Population 5 years and older who speak Spanish
Sullivan	1,991	837	14.9%
McDonald	8,399	1,865	8.5%
Saline	7,808	1,701	7.7%
Pulaski	15,653	3,298	6.6%
Barry	13,415	2,047	6.3%
Dunklin	11,134	1,658	6.3%
Pettis	16,696	2,455	6.1%
Jackson	298,908	40,106	6.0%
Jasper	47,481	5,694	5.0%
Lawrence	14,629	1,800	5.0%

Source: U.S. Census Bureau, American Community Survey, 5-Year Estimates (2018-2022)

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.

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 targeted 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.
- Partner with State Fair Community College to assist ELL participants.