

SAN JOAQUIN COUNTY WORKNET EMPLOYMENT AND ECONOMIC DEVELOPMENT DEPARTMENT POLICIES AND PROCEDURES DIRECTIVE

DIRECTIVE NO.	EFFECTIVE DATE	APPLICABILITY	PAGE
25-23	July 1, 2024	Departmental	1 of 5
SUBJECT: NFJP OUTREACH PROCEDURES			

I. PURPOSE

The purpose of this directive is to provide guidance regarding the requirement to provide and document outreach services funded through the National Farmworker Jobs Program (NFJP) program administered by the Employment and Economic Development Department (EEDD).

II. GENERAL INFORMATION

The NFJP grant, funded by the U.S. Department of Labor, offers career services, training, and housing assistance to migrant and seasonal farmworkers (MSFWs). NFJP supports participants in gaining the skills necessary to secure, maintain, and advance in agricultural jobs or transition into new careers. To promote economic stability for farmworkers, the program also addresses a critical need by providing safe and sanitary permanent and temporary housing. Authorized under Section 167 of the Workforce Innovation and Opportunity Act (WIOA), NFJP specifically serves low-income MSFWs, primarily working in agriculture or fish farming, along with their dependents.

III. POLICY

It is the policy of EEDD that pursuant to 20 CFR § 685.220, NFJP grantees are required to conduct outreach activities to locate and inform MSFWs and their families of program offerings and access points. As a required one-stop partner under the Workforce Innovation and Opportunity Act (WIOA), the NFJP must actively engage in outreach efforts, even when services are delivered exclusively through an America's Job Center of California (AJCC). Outreach remains a fundamental program requirement to ensure MSFWs, a historically underserved and hard-to-reach population, are made aware of available services.

IV. PROCEDURE

EEDD will conduct targeted, consistent outreach activities designed to identify, engage, and inform eligible MSFWs and their families about workforce services available through the NFJP program. These outreach efforts are important for ensuring equitable access to services for a population that is often mobile, underserved, and faces language or cultural barriers. The outreach strategy must remain flexible, community-driven, and tailored to local seasonal agricultural cycles. Once an MSFW is determined to be eligible and suitable, EEDD must make every effort to enroll the participant into the NFJP program

A. Outreach Procedure

Outreach serves to raise awareness of available farmworker services (e.g., training, employment, supportive services, needs-related assistance), identify MSFWs who may not access services through traditional pathways, facilitate warm handoffs and reduce barriers to enrollment, and build trust through consistent, culturally competent engagement

Outreach may be conducted through various formats to meet MSFWs where they are physically, culturally, and linguistically. Activities include but are not limited to:

- On-site Visits, Door-to-Door Outreach/Canvassing: Staff may conduct in-person visits to farms, packing houses, vineyards, orchards, nurseries, and labor camps to directly connect with MSFWs and employers. Visits should be coordinated with farm laborers, contractors, or growers when possible, to minimize disruption.
- Community-Based Events: Participation in or hosting of outreach events such as resource fairs, health expos, job fairs, school family nights, mobile clinics, or community forums in rural or high-MSFW-density areas.
- Partnership Outreach: Joint outreach with community-based organizations (CBOs), school districts, churches, clinics, farmworker housing, legal aid offices, and advocacy groups serving agricultural communities. Coordination can also include mutual referrals and shared flyers or translation assistance.
- Material Distribution: Flyers, brochures, and business cards should be distributed at culturally relevant and high-traffic locations (e.g., tiendas, panaderías, laundromats, food banks, farmworker camps/housing and flea markets). Materials should be available in multiple languages and include visuals when literacy may be a barrier.

- **Digital Outreach and Mobile Access:** Outreach efforts may include text message alerts, Facebook and Instagram community posts, or short videos explaining services. This is particularly useful for reaching younger family members or tech-connected MSFW households.
- **Verbal One-on-One Outreach:** Informal or structured conversations with individuals or families where NFJP services are explained verbally, including eligibility basics, available services, and referral pathways.
- **Information Inquiries from the Public:** Instances where individuals initiate contact with staff (in person, by phone, or during community presence) to request information about NFJP services, even if full intake does not occur at that time.
- **Visual Presentations:** Use of visual aids such as posters, slideshows, flyers, or displays to explain NFJP services during outreach events, meetings, or informal gatherings.
- **Tally-Based Outreach:** In circumstances where individuals decline to provide personal or contact information, staff may document outreach through non-identifying tally counts to reflect meaningful engagement while respecting participant privacy.
- **In-House Referrals and Warm Handoffs:** Front desk staff, case managers, and partner program staff within EEDD should be trained to identify potential MSFW participants and refer them to NFJP staff or intake personnel. Warm handoffs ensure immediate connection and reduce dropout risk.
- **Targeted Rapid Response Services:** Staff may coordinate or participate in Rapid Response activities specifically tailored to farmworker communities affected by job loss, layoffs, climate events, or natural disasters. These targeted efforts serve as proactive outreach opportunities to connect MSFWs with immediate resources, assess urgent needs, and offer program enrollment or Related Assistance where appropriate.

To ensure the confidentiality and security of personally identifiable information (PII) collected during outreach, EEDD will store all data electronically in secure, password-protected systems that comply with applicable data protection laws and internal security protocols. Staff should refer to PPD 24-21: Information Security and Personally Identifiable Information for further guidance.

B. Outreach Planning

Outreach calendars will be developed on a monthly basis and adjusted as needed to align with local agricultural cycles, such as planting and harvest

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seasons, as well as peak migration periods. Planning will be informed by staff's local knowledge, prior outreach data, and input from community partners to ensure visits and event participation are both timely and effective. To help ensure outreach efforts remain responsive to the needs of the population, EEDD will administer surveys (Attachment 1) to farmworkers following outreach events and distribute quarterly surveys to employers and partners for additional feedback. In cases where direct outreach is not feasible due to geographic, staffing, or logistical limitations, indirect outreach methods such as digital materials or coordination through trusted partner organizations, will be used to maintain a consistent presence and engagement in the region.

C. Tracking Procedures

To ensure accountability, meet performance expectations, and continuously improve service delivery, the following tracking measures will be implemented:

- Outreach Log or Spreadsheet: Staff will maintain a secure, regularly updated log (Attachment 2) that includes:
 - o Date and location of outreach activity
 - o Type of outreach (event, visit, partner-based, etc.)
 - o Estimated number of individuals contacted
 - o Number of MSFWs or family members referred to EEDD
 - o Notes on languages spoken, materials distributed, or follow-up actions
- Outreach Contact Form: Individuals engaged through outreach will be asked to complete a short intake/contact form (Attachment 3) including:
 - o Name
 - o Preferred language
 - o Basic service interest (e.g., job search, training, supportive services)
 - o Referral source (if applicable)

To ensure consistent documentation of outreach efforts and accurate tracking of community engagement, staff shall complete an Outreach & Engagement Activity Cover Sheet (Attachment 4) for any outreach, engagement, presentation, tabling, meeting, or canvassing activity in which NFJP services are discussed with individuals. The NFJP Outreach & Engagement Activity Cover Sheet shall be completed after each outreach activity and serves as the primary method for documenting outreach "contacts," including instances where individuals decline to provide personal or identifying information.

Outreach contacts may be verified through multiple methods, including but not limited to sign-in sheets, headcounts, tally counts of individual conversations, or door-to-door contact logs, as documented on the cover sheet. The

completed cover sheet may be submitted as a standalone document or attached to Outreach Surveys and Outreach Contact Forms, when applicable.

Outreach documentation may also include instances where individuals initiate contact with staff to request information about NFJP services, even if full intake or enrollment does not occur.

To support long-term engagement, staff will follow up quarterly with individuals who have not yet enrolled in NFJP services, for up to one year following the initial outreach. These check-ins will help ensure that participants remain connected, feel supported, and are re-informed of available services as their circumstances evolve.

D. Goal Tracking

Outreach logs will be reviewed quarterly to assess progress and identify service gaps. In alignment with program performance goals, staff will work toward a target of at least 1,500 documented outreach engagements per program year, with an interim goal of approximately 375 outreaches per quarter. This ensures consistent engagement with MSFW populations throughout the service area.

V. QUESTIONS REGARDING THIS DIRECTIVE

May be referred to the Executive Director of EEDD via Managers or designee.

VI. UPDATE RESPONSIBILITY

The Executive Director of EEDD and/or designee shall be responsible for updating this directive, as appropriate.

VII. APPROVED



PATRICIA VIRGEN
EXECUTIVE DIRECTOR

PV: vf

- Attachment 1: Outreach Surveys
- Attachment 2: Outreach Contact Form
- Attachment 3: Outreach Log for Office Use Only
- Attachment 4: NFJP Outreach & Engagement Activity Cover Sheet



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DEPUTY DIRECTOR

COUNTY OF SAN JOAQUIN
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Attachment 1

Field Forward Pathways Participant Outreach Survey - English

First Name: _____ Last Name: _____
Phone Number: _____ Email Address: _____

1. How helpful was the information provided during today's outreach?

1	2	3	4	5
Very Unhelpful	Slightly Unhelpful	Neutral	Slightly Helpful	Very Helpful

2. Did you feel the staff explained the services clearly and respectfully? (Yes / No / Somewhat)

3. Were the services offered relevant to your needs or situation? (Yes / No / Not sure)

4. Do you feel comfortable reaching out for help after this event? (Yes / No / Maybe)

5. What services would you like to see more information about in the future?

6. How did you hear about this outreach event? (Employer / Word of Mouth / Flyer / Social Media / Other)

7. Do you have any suggestions to improve future outreach events?

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Field Forward Pathways Participant Outreach Survey – Español

Nombre: _____ Apellido: _____
Número de teléfono: _____ Correo electrónico: _____

1. ¿Qué tan útil fue la información proporcionada durante el evento de alcance?

1	2	3	4	5
Muy inútil	Poco útil	Neutral	Algo útil	Muy útil

2. ¿El personal explicó los servicios de manera clara y respetuosa? (Sí / No / Más o menos)

3. ¿Los servicios ofrecidos fueron relevantes para sus necesidades o situación? (Sí / No / No estoy seguro/a)

4. ¿Se siente cómodo/a en comunicarse con nosotros después de este evento? (Sí / No / Tal vez)

5. ¿Sobre qué servicios le gustaría recibir más información en el futuro?

6. ¿Cómo se enteró de este evento de alcance? (Empleador / Voz a voz / Volante / Redes sociales / Otro)

7. ¿Tiene sugerencias para mejorar los eventos de alcance futuros?

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Field Forward Pathways Employer/Partner Survey

Name: _____ Company Name/City: _____
Phone Number: _____ Email Address: _____

1. How satisfied are you with the outreach services provided to farmworkers in your area?

1	2	3	4	5
Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied

2. Have you referred any farmworkers to NFJP services in the last 3 months? (Yes / No)

3. Are there specific needs or challenges you've observed among farmworkers that we should address in future outreach?

4. Do you feel well-informed about NFJP services and how to refer individuals? (Yes / No / Somewhat)

5. What is the best way for us to stay connected with you? (Email / Phone / In-person visits / Other)

6. Would you be interested in collaborating on future outreach efforts or events? (Yes / No / Maybe)

7. Any additional feedback or suggestions?

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Field Forward Pathways Employer/Partner Survey - Español

Nombre: _____ Nombre de Empresa y Ciudad: _____
Número de teléfono: _____ Correo electrónico: _____

1. ¿Qué tan satisfecho(a) está con los servicios de alcance comunitario brindados a los trabajadores del campo en su área?

1	2	3	4	5
Muy insatisfecho(a)	Insatisfecho(a)	Neutral	Satisfecho(a)	Muy satisfecho(a)

2. ¿Ha referido a algún trabajador del campo a los servicios de NFJP en los últimos 3 meses? (Sí / No)

3. ¿Existen necesidades específicas o desafíos que haya observado entre los trabajadores del campo que deberíamos abordar en futuras actividades de alcance?

4. ¿Se siente bien informado(a) sobre los servicios de NFJP y cómo referir a las personas? (Sí / No / Algo)

5. ¿Cuál es la mejor forma de mantenernos en contacto con usted? (Correo electrónico / Teléfono / Visitas presenciales / Otro)

6. ¿Estaría interesado(a) en colaborar en futuras actividades o eventos de alcance comunitario? (Sí / No / Tal vez)

7. ¿Tiene algún comentario o sugerencia adicional?

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Field Forward Pathways - Formulario de Contacto de Participantes

Nombre del Evento: _____

Fecha: _____

Att. 2

Ubicación: _____

Nombre del Personal: _____

Número	Nombre	Idioma Preferido	Teléfono/Correo Electrónico	¿Interesado(a) en Servicios? (S/N)	Necesidad Principal	¿Se Requiere Seguimiento? (S/N)	Notas
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							

Este programa o actividad financiado con fondos del Título I de WIOA es un empleador/programa que ofrece igualdad de oportunidades. Servicios y ayudas auxiliares están disponibles para personas con discapacidades si así lo solicitan. Este programa está financiado en gran parte por fondos federales. Para más información, visite: https://www.sjcworknet.org/pdfs/WDB_Stevens_Amendment_Funding_Disclosure.pdf

NFJP Outreach Log - OFFICE ONLY - Att. 3

Number	Date:	Event Name	Number of Individuals Contacted	Outcome
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				

Field Forward Pathways - NFJP Outreach & Engagement Activity Cover Sheet

This form should be completed for any outreach, engagement, presentation, tabling, meeting, or canvassing activity where NFJP services are discussed with individuals for “contact” tracking.

General Activity Information

- **Date of Activity:** _____
- **Start Time:** _____ **End Time:** _____
- **Location (City, Site Name, or Address):** _____

-
- **Type of Activity (check all that apply):**
 - ☐ Community Event
 - ☐ Presentation (classroom, meeting, workshop)
 - ☐ Tabling / Resource Fair
 - ☐ Door-to-Door / Canvassing
 - ☐ One-on-One Outreach
 - ☐ Meeting with Partner Organization
 - ☐ Other: _____
 - **Name of Event / Host Organization (if applicable):** _____

Staff Information

- **Staff Name(s) Conducting Outreach:** _____

-
- **Role(s):**
 - ☐ Job Developer
 - ☐ Case Manager
 - ☐ Intake
 - ☐ Supervisor
 - ☐ Division Manager
 - ☐ Other: _____

Outreach & Engagement Summary

- **Brief Description of Outreach Conducted:**
(Example: Presented NFJP services to classroom, spoke individually with attendees at table, canvassed households and explained program services, etc.)

Participant Contact Documentation

- **Total Number of Individuals Contacted:** _____

(Individuals “contacted” must have received verbal information about NFJP through a conversation, presentation, or direct engagement.)

- **Method Used to Verify Contacts (check all that apply):**

- ☐ Sign-In Sheet Attached
- ☐ Headcount / Estimated Attendance (presentation or group setting)
- ☐ Tally Count of Individual Conversations
- ☐ Door-to-Door Contact Log
- ☐ Other (explain): _____

- **If Sign-In Sheet Was Not Used, explain how the number above was determined:**
-
-

Materials & Engagement Details (Optional)

- **NFJP Program Information Provided:**

- ☐ Verbal explanation of services
- ☐ Program flyers (with conversation) (CAN BE ATTACHED FOR REFERENCE)
- ☐ Referral information
- ☐ Eligibility overview
- ☐ Other: _____

Staff Certification

I certify that the information above accurately reflects direct outreach and engagement conducted for NFJP services, and that the individuals counted were personally contacted through conversation or presentation.

- **Staff Signature:** _____
 - **Date:** _____
-

Optional Internal Use Only

- **Reviewed By:** _____
- **Date Reviewed:** _____