



Concrete Horizons: Recruitment Strategies & Opportunities in the Urban Environment

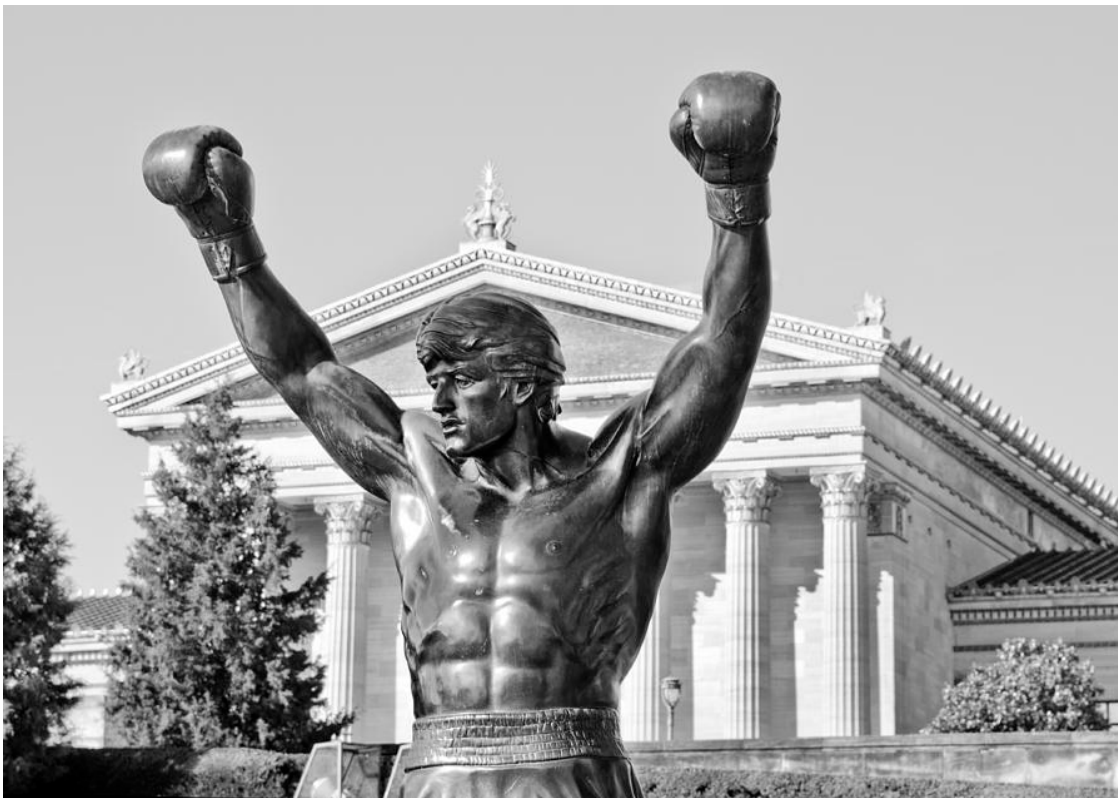
Tim Haas

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Southeastern Pennsylvania**

Greetings from Philly!

◎ The city that gave us . . .

Rocky Balboa!!!



Statue of the famous fictional sports star outside the Philadelphia Museum of Art

Greetings from Philly!

- ◎ The city that gave us . . . ***the Constitution!!!***
- ◎ Happy Constitution Day (Sept. 17th)!
- ◎ Signed in the “City of Brotherly Love” 230 years ago.
- ◎ Enjoy a personal copy with our compliments.



Setting the Stage

- ⦿ Essential Question: “In the midst of a changing landscape with both demographic and statutory dimensions, how can we ensure that our outreach is sufficiently diverse so that no qualifying children or youth are overlooked?”
- ⦿ Today’s discussion: Exploring the possibilities and considering the strategies relative to reaching out to potentially qualifying families in the urban environment.

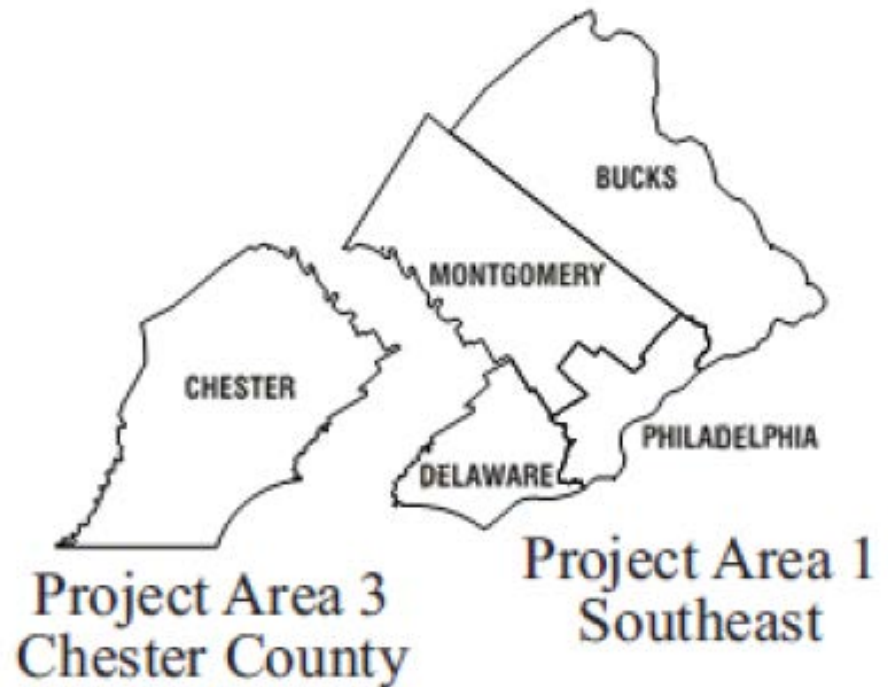


Why Urban Recruitment?

- ◎ If you've had a steady stream of seasonal labor moving to the rural areas in your state, why invest the time and effort in exploring urban areas?
- ◎ Our experience in Southeastern PA

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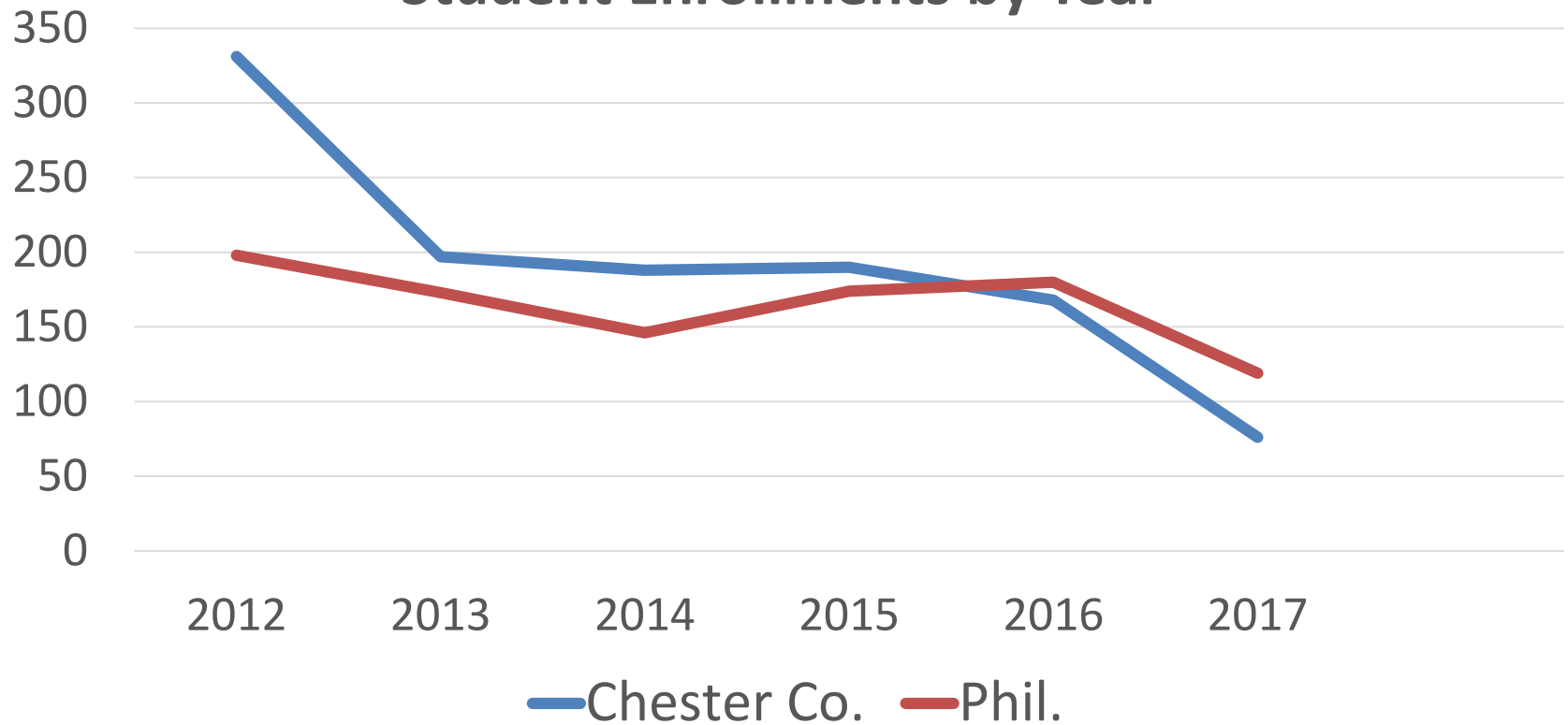


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- ◉ If you've had a steady stream of seasonal labor moving to the rural areas in your state, why invest the time and effort in exploring urban areas?
- ◉ Our experience in Southeastern PA
 - ◉ Continuing to see decrease of qualifying families in rural areas with a formerly high migrant population (perhaps due to economic factors, previous/current immigration policies, etc.)
 - ◉ Philadelphia, by comparison has seen more stable recruitment

Why Urban Recruitment?

Student Enrollments by Year





Why Urban Recruitment?

- Our experience in Southeastern PA
 - The mainstay of Philadelphia recruitment since regulatory changes in 2008 has been primarily refugee families
 - Rural areas, by comparison, have primarily received arrivals from Mexico & Central America
 - While still vulnerable to current policies, documented status of refugee families at least provides potential for greater access
 - Child-to-COE ratio tends to be higher in Philadelphia than in surrounding rural areas

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 - Child-to-COE ratio tends to be higher in Philadelphia than in surrounding rural areas

Year	Phil*: Child-to-COE	Chester Co: Child-to-COE



Why Urban Recruitment?

- ⦿ Our experience in Southeastern PA
 - ⦿ Child-to-COE ratio tends to be higher in Philadelphia than in surrounding rural areas
 - ⦿ Sanctuary cities may provide a draw for undocumented families
 - ⦿ Urban centers can abound with agricultural opportunities especially in the surrounding area

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 - Child-to-COE ratio tends to be higher in Philadelphia than in surrounding rural areas
 - Sanctuary cities may provide a draw for undocumented families
 - Urban centers can abound with agricultural opportunities especially in the surrounding area
- ESSA-related changes in eligibility have opened up the potential for recruiting those moving for non-agricultural jobs



ESSA Impact

- ◎ New statute, regulations & guidance will affect urban recruitment opportunities

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Obstacles	Positive Developments
	



ESSA Impact

- Eligibility & Non-Ag.-Related Moves
 - A loophole in ESSA occasioned by the separation of the definition of the qualifying move and the definition of a migratory agricultural worker & migratory child
 - Person/family may become a migratory agricultural worker on a qualifying move **that** results in their engagement in qualifying work or their active seeking of qualifying work (provided that they have “recent history”)
 - Same person/family may then make a subsequent qualifying move unrelated to ag. work and be eligible



ESSA Impact

- ⦿ Eligibility & Non-Ag.-Related Moves

ESSA Impact

○ Eligibility & Non-Ag.-Related Moves

Qualifying Move	Migratory Ag. Worker	Migratory Child

ESSA in Action

José Rodriguez,
Age 36 from Monterrey, MX

6 children, all under 15

Moves to find work: 4/1/17
Seeks & engages in construction only: 4/20/17

Moves to find work: 9/1/16
Engages in pecan harvesting: 9/2/16

29 months left as migratory ag. worker

Moved 8/20/17

Moves to find work: 10/1/19
Seeks & engages in custodial work only: 10/1/19

Children moved 10/1/19

0 months left as migratory ag. worker

Children moved 10/1/19

Recruitment Interview: 8/25/19

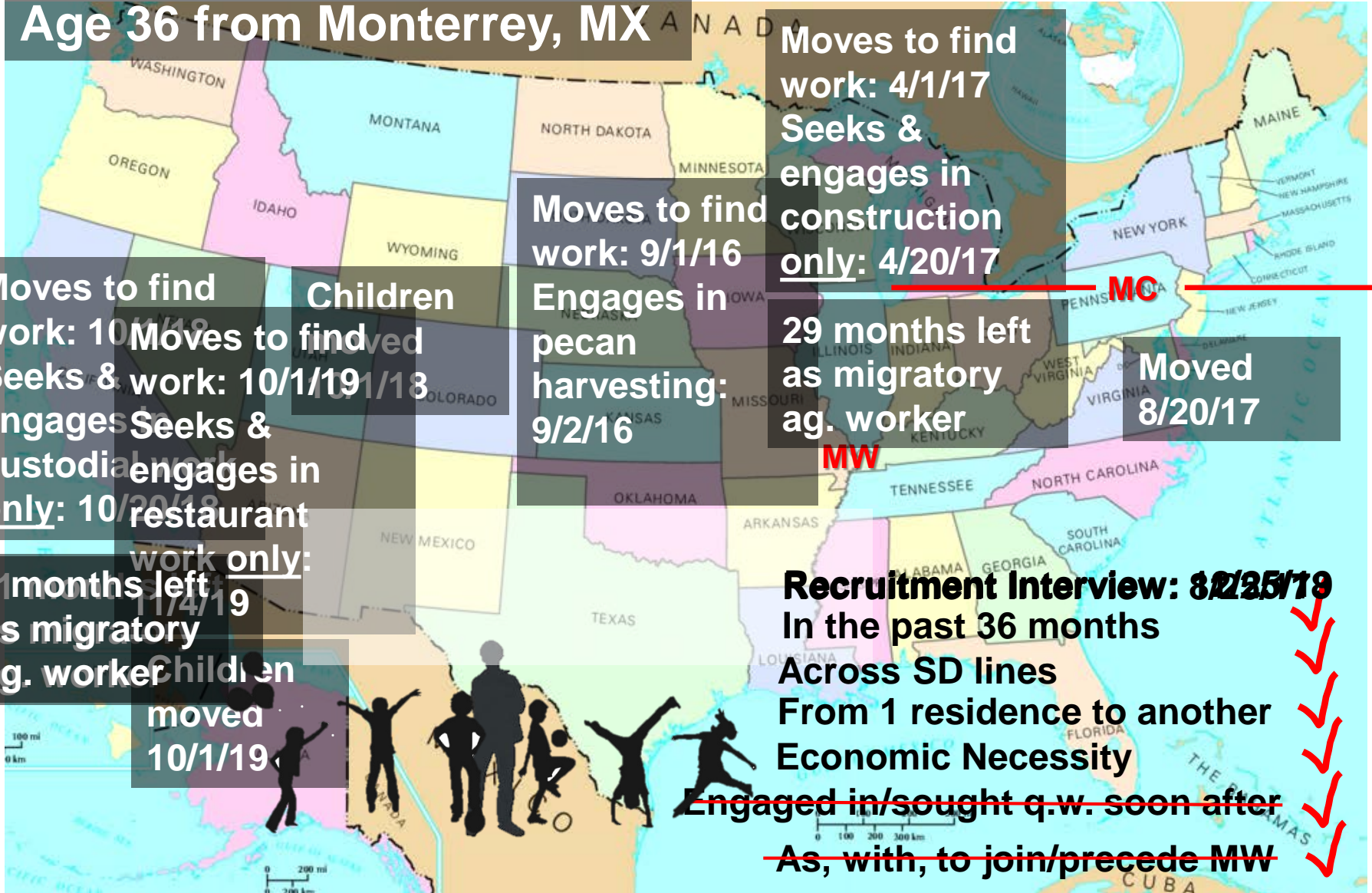
In the past 36 months

Across SD lines

From 1 residence to another
Economic Necessity

~~Engaged in/sought q.w. soon after~~

~~As, with, to join/precede MW~~



Helpful Tactics & Useful Partners

- ⦿ Activity: *Develop Your Urban Recruitment Strategy*
 - ⦿ Using the diagram in your packet, choose an urban center near you for a test case
 - ⦿ List the key players in the area (schools, industries, agencies, etc.) with whom you will need to partner
 - ⦿ List the methods you would use to find additional partners of which you're not yet aware
 - ⦿ List the outreach methods you could employ to identify potentially qualifying individuals in families
 - ⦿ Record a few concrete “next steps” you should take

Helpful Tactics & Useful Partners

- ⦿ Activity: *Develop Your Urban Recruitment Strategy*
 - ⦿ Take a few moments to share your strategy with those at your table
 - ⦿ Incorporate their suggestions into your strategy
 - ⦿ Be ready to share one strategy from each table with the larger group

Helpful Tactics & Useful Partners

- ◉ Additional Suggestions
 - ◉ Reach out to Refugee Resettlement Partners
 - ◉ Locate potentially qualifying industries:
 - MPI Directory:
www.fsis.usda.gov/wps/portal/fsis/topics/inspection/mpi-directory
 - The Packer Produce Guide:
www.producemarketguide.com
 - CropScape: <https://nassgeodata.gmu.edu/CropScape>

Helpful Tactics & Useful Partners

- ⦿ Additional Suggestions
 - ⦿ Conduct direct school outreach
 - ⦿ Consider a sweep to “take the temperature” of the area
 - ⦿ Keep safety in mind



Recap & Questions

◎ Your questions . . .



& insights



Feel Free to Contact

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