

# Workforce Innovation and Opportunity Act

# Farmworkers Advancement Program PY 2023-24

# Award List and Project Summaries

On February 6, 2024, $8,096,417.62 of Workforce Innovation and Opportunity Act (WIOA) Title I Governor's Discretionary funds were awarded to eleven organizations under the Farmworkers Advancement Program (FAP) for Program Year 2023-24 (PY 23-24) Solicitation for Proposals (SFP). \*On March 28, 2024, $900,000 was awarded to one organization following the withdrawal of an original awardee. Awardees and project summaries are listed below. Funding decisions are final.

## Award List

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| **Applicant Name** | **Counties Served** | **Award** |
| Binational of Central California | Fresno, Madera, Tulare, Merced, Kings, and Kern | $447,652.42 |
| Center for Employment Training | Santa Cruz and Monterey | $900,000.00 |
| KIM Consortium Workforce Development Area- ETR | Kern | $900,000.00 |
| La Cooperativa Campesina de California (LCCC) | Fresno, Kings, and Tulare | $900,000.00 |
| MTS Training Academy, Inc. | Santa Cruz and San Joaquin | $900,000.00 |
| North Bay Jobs with Justice | Lake, Napa, and Sonoma | $898,765.20 |
| \*Santa Barbara County Workforce Development Board | Santa Barbara | $900,000.00 |
| State Center Community College District dba Reedley College | Fresno, Madera, Kings, and Tulare | $450,000.00 |
| The Regents of the University of California, Davis Campus | San Joaquin Valley and Northern California, Coastal and Southern California | $450,000.00 |
| United Way of Central Eastern California | Kern | $450,000.00 |
| West Hills Community College District | Fresno and Kings | $900,000.00 |
| Workforce Development Board of Ventura County | Ventura | $900,000.00 |

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| Project Summaries |

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| **APPLICANT** | **Binational of Central California**  1241 East Shaw Avenue  Fresno, CA 93710 |
| **CONTACT** | Ricardo Castorena, Executive Director  1- 559-548-0769  [educationbocc@gmail.com](mailto:educationbocc@gmail.com) |
| **AWARD** | $447,652.42 |
| **INDUSTRY FOCUS** | Agriculture |
| **TARGETED PARTICIPANTS** | Farmworkers |
| **KEY PARTNERS** | * Fresno County IET (Central CLASS) * Proteus Workforce Investment Board * Arken Strategies, Food-Farm-Future partner * Central Valley Community Foundation * Fresno Adult School |
| **PROJECT DESCRIPTION** | Binational of Central California’s (BCC) project consists of doing outreach and recruitment with farmworkers in 6 counties, to assess their needs for wrap-around services, provide them with those services or link them to providers, and connect them with one of four partners that will provide them with education and upskilling programs, some of which include soft skills (e.g., learning English, computer literacy). As to facilitate the navigation of farmworkers through getting wrap-around services and education and upskilling, BCC evaluates their program and uses this data for continuous program improvement.  Informed by employers and BCC’s IET partner (Central CLASS and the community colleges across the central valley in the F3 initiative), their strategy is to launch an applied agricultural systems certificate that will be industry recognized and will utilize data science, mechatronics, technology, and equipment based upon skills gaps for existing and forecasted jobs and informed by agricultural employers. This model is unique, as employers and industry leaders are matriculated into the initiative and will regularly be able to assess upskilling, occupational upskilling, and reskilling (of incumbent workers) through the emerging program. For non-agricultural employment, the project will create an emerging pipeline for a menu trades training through direct farmworker recruitment including Certified Nursing Assistant (CNA), Office/Clerical, auto collision repair, truck driver certification, coupled with general upskilling in English as a Second Language (ESL) and/or Digital Literacy (where applicable). All the objectives, activities, outcomes, and milestones related to outreach, recruitment, and providing wrap around services will be achieved by BOCC staff. And those related to educational/upskilling programs will be achieved by partners. BCC will coordinate with agricultural employers to recruit participants toward the end of the crop season to transition farmworkers into employment pathways, ideally with concurrent training during the season. |
| **EXPECTED OUTCOMES** | * Outreach to 1,250 farmworkers (approximately 200 per county x 6 = 1,250) * Enroll 900 farmworkers on certified training and work-based learning (150 per county x 6 = 900) * Completion of certified training and work-based learning by 350 farmworkers (approximately 58 per county x 6 = 350) * Employment of 225 farmworkers (38 per county x 6 = 225) in jobs utilizing new skills/education. |

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| **APPLICANT** | **Center for Employment Training**  701 Vine Street  San Jose, CA 95110 |
| **CONTACT** | Pascal Do, COO  1-408-534-5413  pdo@cetweb.edu |
| **AWARD** | $900,000.00 |
| **INDUSTRY FOCUS** | Business Office Administration, Electrician, Custodial Services and Maintenance, Green Building Construction skills, Massage and Physical Therapy Aid, Medical Assistant, Truck Driver, Welding Fabrication, Heavy Equipment Mechanic, Heavy Machine Operators |
| **TARGETED PARTICIPANTS** | Documented and undocumented farmworkers; migrant seasonal farmworkers |
| **KEY PARTNERS** | * Santa Cruz County Workforce Development Board * Monterey County Workforce Development Board * Technical Advisory Committee Employers * Existing WIOA partners |
| **PROJECT DESCRIPTION** | Center for Employment Training (CET) was founded utilizing an IET model approach called the Contextual Training Model (CTM) over 55 years ago, with the needs and barriers of the MSFW communities at the forefront of their vision. CET's unique job training involves a proven CTM that integrates skills training, basic skills instruction (including VESL), human development, job preparation, and job placement assistance, conducted in a simulated work setting. The CTM is recognized as one of the nation's most effective holistic training models. CET uses these strength elements to focus on those most in need and hardest to serve. The CTM includes regular intervention with participants, employers, and coordination with partner agencies to help students overcome barriers by providing contextualized training, case management, and life skills guidance. The program includes integrated remediation, basic education, language skills, and human relations development, leading participants toward a postsecondary credential and full-time employment. CET's training programs contextualize basic skills training in English, math, and digital literacy. Upon enrollment, students undergo assessment testing to determine competency levels. Individualized education plans are then developed and utilized throughout the education program to ensure the achievement of educational goals. |
| **EXPECTED OUTCOMES** | * Project will serve at least 67 farmworkers. * Graduate at least 70% of participants. * Place 65% into wage gain employment. * Follow-ups for 1-year to ensure employment retention. |

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| **APPLICANT** | **KIM Consortium Workforce Development Area- ETR**  1600 East Belle Terrace  Bakersfield, CA 93307 |
| **CONTACT** | Jeremy Shumaker, Assistant Director  1-661-635-2758  [shumakerj@kerncounty.com](mailto:shumakerj@kerncounty.com) |
| **AWARD** | $900,000.00 |
| **INDUSTRY FOCUS** | Manufacturing; Trades, Transportation, and Utilities; Warehousing and Logistics; Healthcare and Social Assistance; Educational Services; Natural Resources; Agriculture; Early Childhood Education |
| **TARGETED PARTICIPANTS** | Farmworkers |
| **KEY PARTNERS** | * America’s Job Center California (AJCC) * Bathouse Farms * West Coast Biofuel * Buttonwillow Warehouse Company * Tasteful Selections * International Brotherhood of Electrical Workers Local 428 * Premier Family Health Care * Plumbers, and Pipe and Refrigeration Fitters Local Union 460 * C&P Sanitary Supply * Farmworker Institute of Education & Leadership Development (FIELD) * Bakersfield Adult School (BAS) * Proteus, Inc. * Community Action Partnership of Kern (CAPK) |
| **PROJECT DESCRIPTION** | The Kern/Inyo/Mono Consortium Workforce Development Area – Kern County Employers’ Training Resource (KIM) proposes to provide 60 participants with job skills training, on-the-job trainings (OJTs), work-based learning, access to training roles in adjacent sectors, such as agriculture and forestry, and offer a new strategic approach to prepare farmworkers for in-demand employment outside of the agriculture sector. To support career shifts for farmworkers, KIM will provide various forms of supportive services. KIM will also provide wrap-around services to support program participants through case management, referrals to service providers, career navigation, and more. |
| **EXPECTED OUTCOMES** | * A representative committee of organizations with expertise in farm workforce development is working with industry and state agencies to formalize a skill credentialing system. * An initial agricultural skill library, assessment criteria, curriculum and skill ladders have been developed. * At least 75 farmworkers and supervisors have completed baseline testing, training courses and skill assessment processes. * New funding has been secured by mid-2025, identifying specific locations, training plans and participants in plans to scale the approach. |

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| **APPLICANT** | **La Cooperativa Campesina de California (LCCC)**  1107 9th Street, Suite 420  Sacramento, CA 95814 |
| **CONTACT** | Marco Lizarraga, Executive Director  1-916-705-4909  [mlizarraga@lacooperativa.org](mailto:mlizarraga@lacooperativa.org) |
| **AWARD** | $900,000.00 |
| **INDUSTRY FOCUS** | Agriculture and Energy Efficiency/Renewable Energy |
| **TARGETED PARTICIPANTS** | Farmworkers |
| **KEY PARTNERS** | Proteus, Inc. |
| **PROJECT DESCRIPTION** | La Cooperativa, in partnership with Proteus, Inc., will provide services to 100 farmworkers in the San Joaquin Valley. This project will provide comprehensive services that address the challenges farmworkers face while providing essential skills and upskilling to advance in the high-tech Agriculture and EERE Industries. This project will partner with Farm Labor Contractors (FLCs) to pilot a training program to advance farmworkers in high-tech agriculture jobs. On the Job Training will be the primary vehicle to up-skill and/or cross-train in higher skilled agriculture occupations that can lead to longer and more stable employment. Classroom instruction paired with hands-on training will prepare farmworkers with skills in the EERE industry. Individuals will job shadow with licensed energy program specialists for real world job experience. |
| **EXPECTED OUTCOMES** | This project will provide employment and training services to 100 farmworkers. Expected outcomes are as follows:   * 15 participants will be enrolled in agriculture employer OJTS. * 55 participants will be enrolled in EERE training. * 65% will complete credentials. * 75% will be placed in unsubsidized employment. * 50% will receive wrap-around support services. |

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| **APPLICANT** | **MTS Training Academy, Inc**  140 Yolano Drive  Vallejo, CA 94589 |
| **CONTACT** | Dr. Alana J. Shackelford, Chief of Partnerships & Community Engagement Officer  1-707-310-0196  drshack@mtsta.com |
| **AWARD** | $900,000.00 |
| **INDUSTRY FOCUS** | Agriculture, Transportation, and Construction |
| **TARGETED PARTICIPANTS** | Agriculture workers and seasonal and/or migrant farmworkers |
| **KEY PARTNERS** | * Stockton School for Adults * R3-Rehabilitation, Restoration & Respite * Goodwill Central Coast * Community Bridges |
| **PROJECT DESCRIPTION** | MTS Training Academy, Inc. FAP will provide basic skill training in English, math, and digital/financial literacy. The program strategy includes increasing learning opportunities in adult schools, community colleges, community-based organizations, and training programs. MTS Training Academy, Inc. plans to utilize Integrated Education and Training (IET) modalities to accelerate the acquisition of basic skills alongside occupational skills. Their proposed strategy aims to build the necessary infrastructure to develop and expand access to the curriculum for emerging high-paying pathways in precision farming and agricultural tech. Their strategy will enable participants to obtain employment in a career pathway that offers career mobility and living wages. |
| **EXPECTED OUTCOMES** | * Project will provide farmworkers with the necessary skills to advance in the agricultural industry. * Serve 50 eligible seasonal and/or migrant farmworkers and their families. * Provide resources for farmworkers to obtain a commercial license. * Prepare displaced farmworkers to obtain employment within and outside the agricultural industry. * Provide resources for farmworkers to obtain training in construction. |

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| **APPLICANT** | | **North Bay Jobs with Justice**  55 Ridgeway Avenue  Santa Rose, CA 95401 |
| **CONTACT** | | Max Bell Alper, Executive Director  1-510-504-8225  [max@northbayjwj.com](mailto:mlizarraga@lacooperativa.org) |
| **AWARD** | | $898,765.20 |
| **INDUSTRY FOCUS** | | Emerging Climate Resilience Industry and Wine Agricultural Industry |
| **TARGETED PARTICIPANTS** | | Immigrant & Indigenous Farmworker Community |
| **KEY PARTNERS** | | * Resilience Works * Santa Rose Junior College * Tribal EcoRestoration Alliance * Audubon Canyon Ranch’s Fire Forward program * Corazón Healdsburg * La Familia Sana |
| **PROJECT DESCRIPTION** | | This project will implement and scale a unique Spanish Language workforce development and training series that will equip 45 Indigenous and immigrant farmworkers with the experience, skills and support necessary to begin careers and/or obtain off-season employment in the climate resilience and forest health sectors over the course of 18 months in the North Bay. Participants will complete a series of on-the-job trainings that directly mitigate the impacts of climate change and increase community resilience. The project recognizes and uplifts Indigenous farmworkers’ expertise from working on the land as well as Traditional Ecological Knowledge. Participants will be paid family-sustaining wages for their efforts. Participants will receive wrap-around services and support to boost their economic well-being and build basic skills such as financial literacy, career planning and English language. Participants will have the option to opt into employment with Resilience Works upon project completion. |
| **EXPECTED OUTCOMES** | | * Participants will complete 19 trainings and receive up to 3 National Wildfire Coordinating Group Certificates. * Participants will receive at least seasonal employment. * Participants will receive specialized wrap-around services. * The number of skilled and qualified climate resilience workers in the North Bay will increase by 45. |
| **APPLICANT** | | **\*Santa Barbara County Workforce Development Board**  234 Camino del Remedio  Santa Barbara, CA 93110 |
| **CONTACT** | | Julie Smedley, Senior Program Analyst  805-868-4441  [jsmedle@countyofsb.org](mailto:jsmedle@countyofsb.org) |
| **AWARD** | | $900,000.00 |
| **INDUSTRY FOCUS** | | Agriculture |
| **TARGETED PARTICIPANTS** | | Proyecto Campesino 2.0 will serve Youth Farmworkers between the ages of 18-24; Farmworkers who have the Right to Work; Undocumented Farmworkers and local agriculture employers. |
| **KEY PARTNERS** | | * Employment Development Department * Managed Career Solutions * Goodwill Industries of Ventura and Santa Barbara Counties * Santa Barbara City College * IMPORTA SB * Fresh Venture Foods * Reiter Farms * Center for Employment Training * Lompoc Adult Education * Savie Health * CAUSE * Santa Barbara County Department of Social Services * Good Samaritan * Santa Barbara County Public Health Department * Farmworker Resource Center Community Advisory Workgroup |
| **PROJECT DESCRIPTION** | | The Santa Barbara County Workforce Development Board Proyecto Campesino 2.0 will be an extension of the existing farmworker project in Santa Barbara County. This project will utilize program partners and a mobile office unit to provide workforce and wrap around services to farmworkers in their own communities and at agriculture employer worksites. This project intends to provide services via four tracks including a youth track, farmworker with right to work track, undocumented farmworkers and agriculture employers. |
| **EXPECTED OUTCOMES** | | Proyecto Campesino 2.0 proposes to serve 70 participants with individualized career services and wrap around services and 100 farmworkers with basic career services.” |

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| **APPLICANT** | **The Regents of the University of California, Davis Campus**  1850 Research Park Drive, Suite 300  Davis, CA 95618 |
| **CONTACT** | Heather Riden, PI  1-530-574-2234  [heridan@ucdavis.edu](mailto:heridan@ucdavis.edu) |
| **AWARD** | $450,000.00 |
| **INDUSTRY FOCUS** | Agriculture |
| **TARGETED PARTICIPANTS** | Migrant and Seasonal Farmworkers |
| **KEY PARTNERS** | * Central California Environmental Justice Network * United Food & Commercial Workers Union * Farm Employers Labor Service * California Farmworkers Foundation * AgSafe * California Farm Bureau * Farm Bureau of Ventura County |
| **PROJECT DESCRIPTION** | The University of California, Davis Western Center for Agricultural Health and Safety (WCAHS), via the Farmworker Advancement Program (FAP), will design and develop a multi-faceted training program for farmworkers to safely adapt to the changing technological landscape and prosper alongside the agricultural industry. There are substantial gaps between the average farmworker job in California and good-quality, safe jobs with living wages. As experts in their work, farmworkers who are trained in the use and safety of emerging agricultural technologies have a unique opportunity to contribute to the future of agriculture in California that has reduced climate impacts. They will accomplish this through a needs assessment to determine the skills needed for obtaining higher-paying jobs working with emerging agricultural technologies, and the design and development of a training program to prepare a climate-ready workforce. |
| **EXPECTED OUTCOMES** | * Farmworkers will gain the specialized skills needed for the future of farming in California. * The training will position farmworkers to advance to jobs such as agricultural equipment operator, that are higher paying and less physically demanding. |

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| **APPLICANT** | **United Way of Central Eastern California**  1707 Eye Street, 3rd Floor  Bakersfield, CA 93301 |
| **CONTACT** | Amelia Dias, Grant Compliance Administrator/Bookkeeper  1-661-885-5740  [Amelia.d@uwkern.org](mailto:Amelia.d@uwkern.org) |
| **AWARD** | $450,000.00 |
| **INDUSTRY FOCUS** | Agriculture |
| **TARGETED PARTICIPANTS** | Farmworkers |
| **KEY PARTNERS** | * Youth 2 Leaders * Farmworkers Institute of Education and Leadership Development * California Action Partnership of Kern * Promotoras Con Alma * Unidad Popular |
| **PROJECT DESCRIPTION** | United Way of Central Eastern California formally known as United Way of Kern County, aims to uplift and empower farmworkers in Kern County through the Kern County Farmworker Essential Skills Training Program. This program seeks to facilitate the transition of individuals out of the fields by imparting them with essential skills and providing invaluable resources. The program is strategically designed to address the multifaceted needs of farmworkers in Kern County, equipping them with the capabilities necessary for enhanced employment prospects and an elevated quality of life for their families. |
| **EXPECTED OUTCOMES** | * Significant increase in employability of participants, stemming from enhanced proficiency in both agricultural practices and general workforce skills. * Higher percentage of farmworkers securing stable ad fulfilling employment beyond their current roles. * Improvement in participants’ overall quality of life, marked by increased income, access to essential services, and sense of empowerment. |

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| **APPLICANT** | **West Hills Community College District**  275 Phelps Avenue  Coalinga, CA 93210 |
| **CONTACT** | Brian Boomer, Director of Grants  1-559-934-2152  [brianboomer@whccd.edu](mailto:brianboomer@whccd.edu) |
| **AWARD** | $900,000.00 |
| **INDUSTRY FOCUS** | Agriculture and Healthcare |
| **TARGETED PARTICIPANTS** | Migrant and Seasonal Farmworkers |
| **KEY PARTNERS** | * Fresno Regional Workforce Development Board * Kings County Job Training Office * Castillo Bros. Transport Inc. * Superior Ag * S&L Contracting * Grow View Enterprise * Coalinga State Hospital * Advanced Career Institute * West Hills College Coalinga and Lemoore * Skills Valley * City of Coalinga * Regional California Adult Education Program Consortium * California Farm Labor Contractor Association * U.S. Department of Education-funded High School Equivalency Program |
| **PROJECT DESCRIPTION** | The Farmworker Advancement Program (FAP) at West Hills Community College District (WHCCD) establishes three new training and career pipelines for 110 Migrant and Seasonal Farmworkers (MSFW) in the Central Valley’s rural and geographically isolated westside. Through robust partnerships and leveraged funding opportunities, FAP enhances culturally responsive marketing and outreach to MSFWs and their dependents and provides intensive one-on-one wrap-around support services as they upskill in the agricultural sector to Logistics and Transportation or move into the Healthcare field through Certified Nursing Assistant or Psychiatric Technician training. The goal of FAP is to create new educational pathways, embedded with basic skill remediation (English, Math, Digital Literacy), that will improve the quality of life through quality education for one of the state’s most underserved and underrepresented groups, MSFWs. Along pathways, MSFWs will be supported by substantial wrap-around services such as support for childcare, transportation, and legal assistance, and access to Work-Based Learning opportunities through work with dedicated Academic Advisors. |
| **EXPECTED OUTCOMES** | Of the 110 MSFW’s enrolled   * 94 will complete a credential. * 83 will be employed two quarters after exit where the median quarterly earnings will be $9,000. * 77 will be employed four quarters after exit. * 50 will be enrolled into 10-week transportation/logistics truck driving pathway. * 50 will be enrolled into a 6-unit certified nursing assistant pathway. * 10 will be enrolled in a two-year psychiatric technician pathway. |

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| **APPLICANT** | **Workforce Development Board of Ventura County**  2901 North Ventura Road  Oxnard, CA 93036 |
| **CONTACT** | Rebecca Evans, Executive Director  1-805-477-5306  [hsa-info.wdb@ventura.org](mailto:hsa-info.wdb@ventura.org) |
| **AWARD** | $900,000.00 |
| **INDUSTRY FOCUS** | Agriculture, Manufacturing, Information and Communication Technology, Healthcare, Trade, Transportation, and Logistics |
| **TARGETED PARTICIPANTS** | Seasonal and Migrant farmworkers, MSFW Youth, and Indigenous Farmworkers |
| **KEY PARTNERS** | * Employment Development Department * Ventura Pacific * Ventura County Community College District * Ventura Adult and Continuing Education * Center for Employment Training * County of Ventura Farmworker Resource Program * Cell-Ed |
| **PROJECT DESCRIPTION** | The program will utilize Navigators within Ventura County’s America’s Job Center of California (AJCC) system for local coordination, case management, and wrap-around services. Additionally, farmworkers will increase their literacy, language, and job skills through Cell-Ed. Cell-Ed is a customizable messaging platform that will help farmworkers upskill easily and quickly over mobile devices to better their lives. Farmworkers will acquire reading, communications, and job skills through Cell-Ed’s courses, content, and coaches in the most convenient way, including on flip phones with no internet access. Cell-Ed will also provide farmworkers with a live Cell-Ed coach who follows and supports each learner using texting and phone calls to nudge, motivate, and provide feedback and further instruction. |
| **EXPECTED OUTCOMES** | The project will enroll 250 farmworkers. Of the 250:   * 160 will be employed in the 2nd quarter after exit. * 152 will be employed in the 4th quarter after exit. * 25 will be enrolled in training, and WBL. * 17 of the 25 will gain a credential. * 137 will have Measurable Skills Gains. |
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