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Day Worker Center: Employer and Client Engagement

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Day Worker Center: Employer and Client Engagement

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Day Worker Center

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Author Note

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Abstract

The Day Worker Center of Santa Cruz County is a component of the Community Action Board (CAB), a non-profit organization that has been providing services to eliminate poverty. CAB offers the program, administrative, and fiscal oversight to the Day Worker Center. The County of Santa Cruz is facing a high rate of unemployment, which is affecting the community. What contributes to the problem is low awareness of community knowledge about employment services. Also, the undocumented community that finds it hard to trust services because they think they can get deported. In addition, the issue can cause consequences such as health concerns that can affect an individual lifelong. Homelessness is another consequence they can face because they don't have no income to pay for housing. The project focused on creating sources to do outreach and marketing to get more people to know about the Day Worker Center. Its purpose is to get unemployed individuals to be part of the service, helping them get a job and build relationships in the community. The outcome is to have active employers so the employees can have a chance to be employed. The project's assessment was to keep track of the flyers distributed within twenty small businesses in Watsonville and Santa Cruz. In Santa Cruz, eighty-five flyers were distributed in neighborhoods while in Watsonville, only fifty-five. Eighty-eight flyers were given to people in both areas in the community. The results demonstrate employers are interested in helping the community and providing job opportunities to the day workers.

Keywords: unemployment, outreaching, employees, employers, employment, homelessness, health concerns, undocumented

Agency & Communities Serves

Community Action Board offers the program, administrative, and fiscal oversight to the Day Worker Center. Alcance is a program that provides under-resourced, at risk, or re-entry youth and adults employment services (Alcance, 2019). The Day Worker Center (DWC) is under the division of Alcance, a program that provides services for seeking employment. They implemented this project because they are seeking employment opportunities for the participants (DWC, 2015). There are not enough job opportunities, therefore what the Day Worker Center is doing is bringing employers to be part of the service so they can provide an opportunity of employment for those individuals that need it.

The DWC's mission is to help find a job matches for participants both women and men, who can guarantee a dignified wage and safe working conditions (DWC, 2015). The purpose of the program is to help participants to get a daily job opportunities so they can provide for their families. A lot of the participants are low income or immigrants which sometimes makes it harder for them to obtain a job. They might not have a lot of what a job position requires or the documentation they need to have a stable job.

The DWC also provides services like family/parenting classes, legal immigration services, and financial literacy program, English as a Second Language (ESL) classes, worker-led community service activities, and fundamental construction, referrals, and leadership development. They are free services and they are available to anyone that comes into the DWC. At the DWC, the participants feel satisfied with the services because the staff helps

them in so many ways like filing papers, immigration questions, learning workshops, and other things that can benefit the participant.

The DWC works with low income individuals from diverse racial backgrounds. In Santa Cruz County there are 4.7% living above the poverty level and 17.8% unemployed individuals living below the poverty level. The unemployed population is diverse by race as 0% Native Hawaiian and Other Pacific Islander, 3.1% American Indian and Alaskan Native, 6.2% White, 7.4% Hispanic or Latino, 7.4% Asian, 7.9% Black or African American, and 8.1% two or more races (American Factfinder, 2017). Santa Cruz is a diverse County although the majority of DWC participants are Hispanic or Latinos who are looking for a job that doesn't require no background or documentation.

Problem Description

The County of Santa Cruz is facing a high rate of unemployment, which is affecting the community. As the data shows there is more than one race in Santa Cruz County who are being affected by not finding employment. The unemployment rate is 4.0% in the County of Santa Cruz. In the United States the rate is 4.3%, and in California the rate is 4.0%. The rate of Santa Cruz County and California are the same and closely near the same rate as the United States. The impact it makes for the DWC participants is that they are not able to be employed for the same reason that there are no jobs available. They walk into the DWC with the hope that they are going to get matched to an available job yet it's difficult when they aren't enough active employers. Hispanics rate for low income is 23% while the while the white race is 61.7% (Data USA, 2016). The rate for low-income families increases because of the high chances that a family provider can't find a job because there aren't many job opportunities in the County.

Contributing Factors

One contributing factor to the high unemployment rate in Santa Cruz County is the low community awareness about local services. About 32% of the Santa Cruz County population are Hispanic and of that group, the majority live in Watsonville, which is the biggest town in Santa Cruz County (Statistical Atlas, 2018). Even though there is a significant population of Hispanics this is the group that has the least amount of knowledge about the services available in the community. They do not have the time or sometimes show little interest in learning about local services or resources. Many of them are agricultural workers who work from 6am to 7pm, reducing the chance to explore what local services are in the community. Additionally, most Hispanics that are unemployed don't want it to be known they are in this state illegally, further limiting the opportunity to seek out employment information. Agriculture is the only job that most Hispanics work because they are not required to show citizen documentation.

This leads to the second contributing factor, documentation status. High rates of families have difficulty finding a job because of their status. As mentioned, immigrants are in high alert of their surroundings even though Santa Cruz is a sanctuary state. They fear to go out and look for a job because if they work in the field, they have a chance that Immigration and Customs Enforcement (I.C.E) could be waiting outside to take them into custody and deport them back to their birthplace. Another issue is that immigrants can't even trust working in Santa Cruz because of how certain people can treat them and scare them into thinking they are going to call I.C.E.

Consequences

The issues can affect individuals in the County of Santa Cruz by developing health concerns. In addition, because they can't find a job, they can be affected mentally due to stress,

depression, and anxiety. The way an individual overthinks about how not being employed can affect them in so many ways. It makes it difficult for the individual to pay for needs, housing, and bills. Physical health problems such as not having to move or exercise a lot can also affect individual by having muscle or pain in bones. When they face this kind of health issue they find it difficult to get hired since they won't be able to perform certain tasks.

Another consequence that can affect the unemployed individual is becoming homeless. According to the National Health Care for the Homeless Council (2019), “An individual may be considered homeless if that person is (‘doubled up’), a term that refers to a situation where individuals are unable to maintain their housing situation and are forced to stay with a series of friends and/or extended family members” (para.2). Santa Cruz County is a high-cost living area so it is more likely that families that are low income share a three bedroom house with other families. So, people help one another so they can stay in the area so when the season of agriculture is back, they can go back to their jobs. “Thirty-four percent (34%) reported staying with friends or family” (Point-In-Time Census, 2017). This impacts the community because it's more likely that families that live together are more likely to get ill more often. As well, living conditions like not being sanitized or not having privacy can affect an individual making them get stress.

Problem Model

Contributing Factors	Problem	Consequences
Low awareness of community knowing about services.	High rate of unemployment in Santa Cruz County	Health concerns; stress; anxiety, depression
High rates of undocumented population		Homelessness

Capstone Project Description and Justification

Capstone Project

Day Worker Center: Employer and Client Engagement will be the title of the project. The project will be addressing the problem by creating a brochure, flyer, and business cards. The sources will be used to do outreach helping others in the community be aware of the importance of the DWC. More people and businesses need to know that the participants that are part of the DWC are people willing to work with them to get some kind of income to provide for their families. It's essential to do complete a brochure because it will have all the information regards to the DWC and it will be easy to read. So, it can be easier for people who are interested have an idea of who takes part of the DWC. In addition, so they can find the services of the DWC via email, social media, or by contacting them by phone.

Project Purpose

One of the primary purposes of this project was to increase employment within low-income and undocumented individuals in Santa Cruz County. The participants that are active in the DWC most of them are undocumented Hispanic. Which at times, it's difficult for them to find a job because they don't have legal documentation. The DWC helps individuals of this group by matching them to a job that they have the skills to perform a task. The center never asks for legal documentation or identification. The DWC deals with this by giving everyone who walks in the center a chance to have an employment opportunity. Which this is where marketing is implemented, the community needs to know more about the DWC so small local business or a person who needs help in a project can contact the office and hire a day

worker. Increasing the numbers or jobs in the DWC is essential because employers satisfied getting projects done while employees are thankful for a one day job.

The second purpose of this project was to get the DWC to be recognized by small or personal businesses to increase employment for active participants. By promoting the center, more people will be aware that the center has people with skills who are ready to help them in the projects they have at home or in small businesses. Promoting is essential in the center because the goal is to be able to provide a job to every single person that walks in early to check-in.

Project Justification

The benefits that will result from this project is more people in the community will know about the service the DWC provides. As well as, this project will positively impact the agency by having more participants. As for the clients, they will have more opportunities to have a job. Besides, for the community, the positive impact of this project will help the rate of unemployed decrease. Erica Ruscio (2019), "provide needed programming to underserved communities while increasing the strength and size of their advocacy feedback loops." The outreach part of this project will help the DWC service be known and have more participants. Outreaching goes in a rotation like a circle; when you inform someone, that individual will tell someone else, and the information will go around and keep going around to different community members. Then this will create more significant opportunities for employment and other members in the community to know about the service.

Three or more individuals will be collaborating to complete the project. The mentor, Maria Rodriguez, is the program director of the DWC. She's essential to the service because

she's the head of the DWC. She makes the right decisions for the DWC and also for the employees and employers. She will be checking and confirming the projects to them printed. As for the second mentor, Luz Maria Fuentes, the immigration family sustainability coordinator, she works with families who are participants in the DWC. She's also a supervisor; she makes sure day workers are being provided with the service they need. She's the first one to be involved when there's an issue in the DWC. Both of these persons are going to be mentors, and the intern will have to follow back.

Other participants that will be part of the project will be small business owners, community members, and day workers. The small business owners will get to have a little more knowledge once they get a flyer of what the DWC provides. As for the community members, they as well get to know more of the service, and they can as well take a big part since they will be interested and can be part of the DWC. For the day workers, they will be helping hand out flyers and talk to others about their experience.

Project Implementation

To implement this project required two components: outreach and marketing of the DWC. The general sequence and materials to implement the project will need some development, researching, making calls, and collaborating with the mentor. It will require a lot of time outside the internship for the outcome to be successful. A detailed implementation plan and timeline can be seen in the Scope of Work (Appendix A).

The first part of the project was the brochures. The Day Worker Center didn't have a source where they can hand out their information in an easier and faster way. The brochure took

up to a month and with the help of Maria Rodriguez, the program director. It was approved after moving, adding, and erasing things that the program director thought would make the brochure be a great resource. The brochure was a resource done to start outreaching out in the community. After analyzing everything a few times, Maria approved it and printed it to have it available in the center as well as events. Results were positive, the DWC and day workers were satisfied that now they can have a brochure that has more information about the DWC. In Appendix B, a copy of the finished brochure is provided.

Also, another successful project was business cards. The cards were designed as another alternative to handout. The brochure has a lot of information that sometimes people tend not to read, so therefore the card was a resource that would be helpful. The card has the necessary information about the DWC and the kind of work the day workers do. The card took about three weeks to design and be approved by Maria Rodriguez. The cards are distributed and are in the DWC to be given to new employees and employers. In Appendix D, a copy of the card is provided.

Another project was the flyer to distribute in Santa Cruz County. The flyer was designed to promote the DWC in Appendix C, a copy of the flyer is provided. The goal was to be handed out to small businesses and people in the community. When the flyer was given to small business or individual, a little background of what the DWC provides was explained — letting them know how the program works, who is eligible, and other services they provide. The individuals got to know more about the program and how being part of it can benefit not only them but also individuals who are looking for employment. Maria Rodriguez took a look at this

source before it was printed, and being a successful project, and the outreach began in Watsonville.

In consideration, the numbers of employees and employers at the DWC has been low in attendance, so therefore marketing and outreach was an essential part of the capstone. It all started with looking up local media such as the newspapers Pajaronian, Ganga, Santa Cruz Sentinel, and Good News. As well as for social media, Facebook was one of the sources the DWC used to provide information about the service. After looking up all the local media sources, phone calls were made to know the steps needed to get the DWC information posted. Maria revised the list and provided a map of local areas where outreach was successful. These particular areas were prosperous because small businesses took into consideration the DWC and now look forward to hiring day workers.

Assessment Plan

To measure effectiveness an excel sheet will be created to keep track of the numbers of the outreach flyers that were distributed. The excel sheet will have different categories to keep track of at least 3 different areas such as neighborhoods, businesses, and individuals. The information will demonstrate in which area people were more interested to keep the flyer. As well as, when new people attend the center for the first time they will be asked so that can also be documented. With the information in the excel sheet it would be more clear on where or who was targeted. Helping the center keep track in a report every six months to see how the center is doing and how many new people are coming in the center. To see if the numbers are rising or if the DWC needs to do more outreach.

The flyer needed to get in the hands of not only individuals but also business owners so they can see that the DWC service makes a difference in the lives of the day worker. Yet, also day workers being part of distributing the flyers can help the numbers raise because if they talk about their experience people are going to be aware that day workers do need that opportunity of employment.

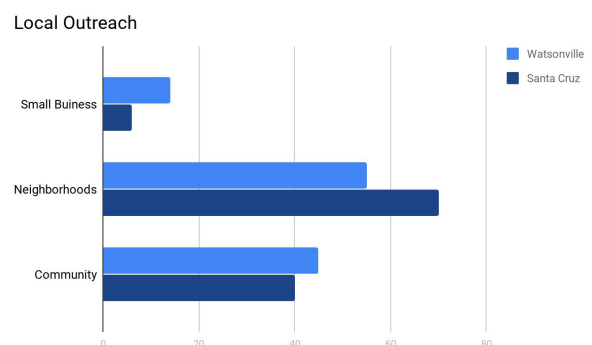
Project Outcome

The expected outcome for this project is to keep raising the numbers of employees and employers. That way more of the day workers have more opportunities to access new job sites and build relationships. This has been a positive outcome with the day workers because now they don't have to leave to another state or county in search for a job. They are working locally, and they get to meet new employers that are willing to hire the day worker more than one time. It's essential because there are fewer people outside stores looking for employment. Instead, they are benefiting from the center by being matched to a job that they have completed. Also, to decrease the amount of men and women that stand daily outside a store to get picked by an employer. Helping the day workers have an opportunity for employment and provide some income to their families.

Project Results

A bilingual flyer was created and two hundred and thirty copies were printed. They were distributed within fourteen small business in Watsonville and six in Santa Cruz. In Santa

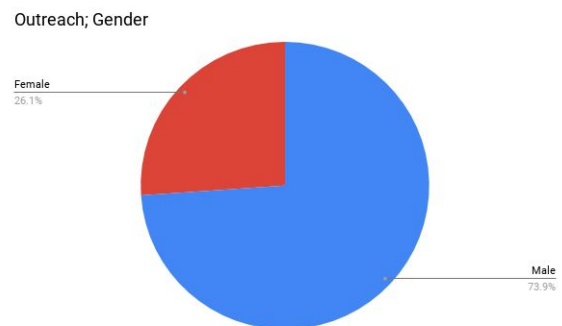
Figure. 1: Local Outreach



Cruz seventy flyers were distributed in neighborhoods while in Watsonville there were fifty-five. Forty-five flyers were given to people in the community of Watsonville to individuals and forty individuals in Santa Cruz. Outreach in Spanish and English helped the center be known in the community and get more participants. Figure.1 shows the distribution of the flyers, light blue represents Watsonville and dark blue represents Santa Cruz.

In Figure. 2 the data was based on gender when they flyers were distributed in the three locations neighborhoods, community, and small businesses. About 26% of females received the flyer to know more about the service while 74% who received more information regards the DWC where males. As seen in Figure. 2 the flyers were handed to more males which in the DWC more male employees are likely to call the center to hire a day worker. The outreach was not to only target males but it is more common that they perform heavy tasks and will hire other males to help in job. In the DWC more males are active participants because the area around common jobs like construction or landscaping are always in need of employees.

Figure. 2: Outreach by Gender



Overall, the project was successful because more than one group was targeted. Following, not only businesses where the main focus as well neighborhoods both in Santa Cruz and Watsonville were part of the outreach. Making connections and building relationships within the community makes it easier for people to take part of the DWC. It can be either to hire a day worker or to be part of those individuals that are active participants.

Conclusion & Recommendations

The implications for the project was to outreach within the community, so more members of the community know about the Day Worker Center. For the awareness to be successful, resources like brochures, business cards, and flyers were necessary. The outcome of the outreach was successful, which now there's more probably for employers to call the DWC to hire a day worker. Helping the DWC provide a job to a day worker, which is in seek of a job opportunity.

The DWC will be continuing the outreach to find employers to provide more job opportunities to those who need a job. The DWC wants the community to understand that they can help anyone who needs a job and teach them new skills while being in the DWC. Unemployment is an issue in Santa Cruz County, and bringing the opportunity to join a service like the DWC can make a difference in an individual's life. Therefore, by continuing the outreach, and having day workers be part of this can benefit the community has a stronger relationship with one another.

Two-hundred and thirty flyers were distributed, and it sounds like it was a good amount of flyers, yet it was not sufficient. Also, more outreach was done in Watsonville then in Santa Cruz, which would have been beneficial. There are more job opportunities in Santa Cruz since there are smaller businesses that can employ a day worker. For future outreach, it would be essential to have more participants from the DWC to volunteer and be part of the outreach. They will make awareness more attractive because they can talk about the impact the DWC

does in their lives. Also, doing postcards that can have a quote or a positive message of a day worker can make a difference, and people will be attracted to the cards making it enjoyable.

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Appendix A

Scope of Work

Activities	Deliverables	Timeline/Deadlines	Supporting Staff
Brochure (brainstorm) Brochure Draft Brochure Printing	<ul style="list-style-type: none"> ● Meeting with mentor to talk about what kind of information to add. ● Create template ● Pick colors ● Get consent to us pictures ● Verbal report to mentor 	05/20- 6/20 1 month	Maria Rodriguez
Create Flyer	<ul style="list-style-type: none"> ● Talk about what information ● Create template ● Type ● Check-in with mentor ● Print 	10/14-10/28 3 weeks	Maria Rodriguez
Develop Excel Sheet	<ul style="list-style-type: none"> ● Create sheet ● Verbal report ● Get consent 	11/04-11/18 3 months	Luz Maria
Create business card	<ul style="list-style-type: none"> ● Create template ● Pick Colors ● Create card ● Get it approved ● Print 	09/23-10/07 3 weeks	Maria Rodriguez
Marketing	<ul style="list-style-type: none"> ● Look up media sources ● Look up local media sources ● email/call ● Develop a contract ● Pay for service 	03/21-05/06 2+ months	Maria Rodriguez
Outreach	<ul style="list-style-type: none"> ● Gather flyers/cards/brochures ● Map of where to go ● Do a list of places ● Get approve from mentor 	10/14-10/28 1+month	Maria Rodriguez

Appendix B

*Below is a final copy of the brochure.

The Day Worker Center (DWC) of Santa Cruz County guarantees dignified wages and safe working conditions for day workers.

OUR SERVICES:

- General Yard Work
- Exterior/Interior Maintenance
- Painting Assistance
- Landscaping
- House Cleaning
- Digging Trenches/Holes
- Tree/Shrub Removal/Trimming
- Moving assistance
- Demolition
- Poison Oak Removal
- Construction Site Clean up




CONTACT US

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 Office: (831) 475-9675
 Emergency Site Coordinator
 Phone Number: (831) 322-9084

Office Hours:
 Tuesday-Saturday
 7:30am-2pm

Facebook: [dayworkercentersantacruzcounty](https://www.facebook.com/dayworkercentersantacruzcounty)
 Website: www.dayworkercentersc.org

Donations:
Online: www.dayworkercentersc.org
Mail: Check to Day Worker Center
 c/o The Community Action Board of
 Santa Cruz County
 406 Main St., Suite 207
 Watsonville, CA 95076

Your donation to the Day Worker Center of Santa Cruz County makes a difference in the lives of the day worker community.



DAY WORKER CENTER (DWC) OF SANTA CRUZ COUNTY

Maw Robins 4/8/19

A Program of the Community Action Board of Santa Cruz County, Inc.



OUR MISSION

The mission of the Day Worker Center of Santa Cruz County is to facilitate the hiring of day workers, both men and women; and to guarantee them dignified wages and safe working conditions.

WHO IS A DAY WORKER?

The vast majority of the Day Workers depend on day-labor work as their sole source of income, and seek work on a day-to-day basis, usually without a formal relationship with an employer.

These Individuals consistently look for jobs in front of home improvement stores and/or have had challenges navigating traditional employment systems.

OUR HISTORY

For decades, laborers in Santa Cruz County have stood on sidewalks in front of different improvement stores such as Home Depot, San Lorenzo Lumber and other local businesses throughout the county waiting to be handpicked for a day's work. Day Workers would begin arriving to the informal hiring sites as early as 6:30 am on a typical morning and by 8:00 am historically as many as 40 workers could be seen.

At the time of a survey completed by community leaders, it reflected that due to the economic recession, Day Workers reported experiencing more difficulty getting jobs than in the past years. Day workers self-reported fewer jobs, less hours per job and found it more difficult to negotiate a dignified wage.

This insecurity was the main reason for which Day Workers and community leaders worked for four years to open the Day Worker Center of Santa Cruz County.

The Day Worker Center of Santa Cruz County is a component of CAB, a 501 (c) 3 non-profit organization that has been providing services to eliminate poverty since 1965. CAB provides program, administrative and fiscal oversight to the Day Worker Center.

HIRE A DAY WORKER



DWC facilitates job matches for renters/homeowners, business owners, and contractors on a daily basis.

When you are ready for those special projects anytime throughout the week simply call us or visit our website and we will match you with skilled registered workers who are ready to work.

VOLUNTEER OPPORTUNITIES

Join us in the efforts to support day workers' job readiness skills: gardening, house cleaning, carpentry, painting, construction, landscaping, computer skills, etc.

We appreciate your partnership in supporting the day worker community.

Appendix C

*Flyer created to do outreach

<p>Do you need extra help with your projects at home or business?</p>  <p>DAY WORKER CENTER (DWC) OF SANTA CRUZ COUNTY</p> <p>Facilitates the hiring of day workers both men and women; guarantees dignified wages and safe working conditions.</p>  <p>DAY WORKERS CAN HELP YOU!</p> <p>General Maintenance Labor, Landscaping, Debris Removal, House Cleaning, Poison Oak Removal, and much more ...CALL US! (831) 475-9675 Website: dayworkercentersc.org</p> 	<p>Necesita ayuda en su proyectos de casa o negocio?</p>  <p>EL CENTRO JORNALERO DE SANTA CRUZ</p> <p>Asiste en la facilitación de la contratación de jornaleros tanto hombres como mujeres; garantiza salarios dignos y condiciones de trabajo seguros.</p>  <p>EL CENTRO DE JORNALERO TE PUEDE AYUDAR!</p> <p>Trabajo de mantenimiento general, mantenimiento de jardinería, eliminación de escombros, limpieza de casa, eliminación de roble venenoso y mucho más ... ¡LLÁMENOS! (831) 475-9675 Sitio web: dayworkercentersc.org</p> 
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Appendix D

*DWC Business Cards

Day Worker Center (DWC) facilitates the hiring of day laborers both men and women; guarantees dignified wages and safe working conditions.

DAY WORKERS CAN HELP YOU!

- | | |
|----------------------------|-------------------|
| General Maintenance | Landscaping |
| Debris Removal | House Cleaning |
| Poison Oak Removal | Moving Assistance |
| Construction Site Clean-Up | Demolition |

Call us for information about more services available

ELIMINATING POVERTY AND CREATING SOCIAL CHANGE



Day Worker Center (DWC) Of Santa Cruz County

Need help with projects at home or business?

(831) 475-9675

2261 7th Avenue

Santa Cruz, CA 95062

Website: www.dayworkercentersc.org

