

# **ELEMENT 4**

## UNIVERSAL ACCESS

Reference: 37.54(D)(1)(vi)

The WIA Board will address how it and its recipients are complying and will continue to comply with the requirements of 37.42 relating to the provision of universal access to programs and activities through communicating with those stakeholders through the following policy directive:

All WIA Title I-financially assisted programs, activities, and recipients shall certify that no funds provided under WIA are used to discriminate against any individual in violation of the act; **all** program customers, regardless of disability, including persons of limited English speaking ability, are to be provided equal access to and accommodations necessary for meaningful participation in all program activities, and that barriers to such participation be eliminated. Records necessary to assure compliance with the provision of opportunity for equal access and participation for applicants, participants, and employees, will be maintained on an on-going basis, and will include, but not be limited to, characteristic data on: race, sex, national origin, age and disability status. Auxiliary aids and services will be made available upon request to individuals with disabilities.

### Targeting Outreach and Recruitment Plan

Identify the national and local groups that target the targeted population such as:

#### National

- Urban League
- N.O.W.
- NAACP
- Catholic Social Services
- Bureau of Indian Affairs, etc.
- L.U.L.A.C.
- Centers for Independent Living
- YWCA's and YMCA's
- Community Action Agencies
- Area Agency on Aging

#### Media

- Newspaper
- Internet
- Church Bulletins
- Radio and Television
- Newsletter

Local WIB Diversity

**Universal Access to Program and Activities**

The Workforce Investment Board ensure universal access to the aid, benefit, services, training, or employment opportunities that are offered under WIA Title I financially assisted program and activities. The Workforce Investment and the Local Workforce Boards will take proactive steps to reach out to all eligible populations and to use a variety of means to enhance community awareness of the programs and activities. The following strategies are used to help accomplish the Board’s goals:

- Advertising the Board’s programs in a variety media and to various segments of the market.
- Sending notices of programs, activities or openings to school or community service groups that serve a variety of populations; and
- Consulting with community service groups to develop improved outreach and service to diverse populations.

**OUTREACH ACTIVITIES**

The Workforce Investment Board and its’ recipients will comply with the requirements of 37.42 relating to the provision of universal access to programs and activities.

Efforts will be made through outreach and recruitment to broaden the composition of the applicant, registrant and participant pools of those considered for participation in WIA programs and activities to include members of both sexes, the race/ethnic groups specified in guidelines issued by the Office of Management and Budget, various age groups, and individuals with disabilities.

The following media will be used for outreach and recruitment by Local Level EO Officers:

**Local Level Board**

**29 CFR 37.42 Activities**

	<b>Newspaper</b>	<b>TV</b>	<b>Contact Person</b>
West Central Arkansas	Sentinel Record Gurdon Times Malvern Daily Record Petit Jean Country Headlight The Courier Post Dispatch The Siftings Herald Yell County Record Johnson County Graphic	Resort Cable TV Comcast Cable TV Suddenlink Cable TV	Laura Robertson
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		<b>RADIO</b>	
Western	Times Record of the Donrey Press Argus Charleston Express The Booneville Democrat Greenwood Democrat The Paris Express	The Vibe-KBBQ	Harold Wilson

	<b>Newspaper</b>	<b>RADIO</b>	<b>Contact Person</b>
Southwest	Texarkana Gazette	KHPA	Shawnaa Flanigan
	News Times Publishing Co.	KXAR	
	Nashville Leader	KDQN	
	Texarkana Community Journal	KBJT	
	DeQueen Bee Co.	KZHE	
	Camden News Publishing Co.	KVMA	
	Banner News Publishing Co. Hope Star	KMJI KSSW	
Northwest	Baxter Bulletin	KHOZ	Ann Rackley
	Harrison Daily Times	KCWD	
	Carroll County Newspapers	KTHS-KSCC	
	Lovely County Citizen	KBCN/KMAC	
	The Mountaineer Echo	KTLO	
	The Herald Leader	KIX	
	Newton County Times		
	Marshall Mountain Wave		
	Ms. Ginger Shiras		
	The Morning News		
	Northwest Arkansas Times		
	Benton County Daily Record		
	Madison County Record Arkansas Democrat Gazette		
Northeast	Jonesboro Sun		Linda Youngman
	Marked Tree Tribune		
	Daily Digest		
	Suddenlink Community Service Channel (TV)		
Central	Log Cabin Democrat	KUAR 89FM	Tina Rouse
	North Little Rock Times	B98.5 FM/KURB	
	Monroe County Times	COOL 95	
	White River Journal	K-LOVE 102.9/KVLO	
	The Leader	KAAY 1090AM	
	The Brinkley Argus	KABF	
	Cabot Star Herald	KARN	
	Lonoke Democrat	KDDK/K-DUCK 100FM	
	England Democrat	KDRE 101.1FM	
	Benton Courier	KGHT	
	Arkansas Democrat	KHTE 106.3	
	Devalls Bluff Times	KHUG 96.5 FM Radio	
	Grand Prairie Herald	KIPR Power 92	
		KITA	
		KJBN	
		KKPT 94.1 The Point	
		KLAL	
	KLIH 1250AM		
	KLRG 1150 Radio		
	KMJX-Magic 105 FM		
	KMTL Gospel Radio		
	KRNN-All News 1380 AM		
	KSSN 96 FM		
	KSYG-FM/103.7 The Talk FM		

AR Radio Reading Service for the Blind  
KYFX Foxy 99.5

**TV Station**

AETN Public TV  
Comcast Cable  
KATV Channel 7  
KTHV Channel 11  
KARK 4 TV  
KLRT Fox 16

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Southeast	The Stuttgart Daily	Crossett-KAGH-FM 104.9
	DeWitt Era-Enterprise	Dermott-KRKD-015.7
	Ashley County Ledger	Dumas-KXFE-106.9
	Eagle Democrat	Lake Village-KZYO-103.5
	Chicot County Spectator	Monticello-KHBM-FM-93.7
	And Eudora Enterprise	Pine Bluff-KUAP-89.7
	Cleveland County Herald	Stuttgart-KWAK-FM-105.5
	Dumas Clarion	
	McGehee-Dermott	
	Times-News	
	Arlene White, Publisher	
	Advance Monticellonian	
	The Sheridan Headlight	
	Pine Bluff Commercial	
	Lincoln Ledger	
	Lincoln American	

**Local Cable**

Cox Media (Services available in the following cities in Southeast Arkansas:  
Pine Bluff, White Hall, Sheridan, Stuttgart, Dumas, McGehee, Dermott and Lake Village.  
Networks included: BET, Fox News, ESPN, TNT, USA and CNN

The Board has adopted some of the approaches suggested in Limited English Proficiency (LEP) Guidance.

In designing an effective language assistance program, State/LWIB EO Officers will develop procedures for obtaining and providing trained and competent interpreters and other interpretation services, in a timely manner, by taking some or all of the following steps:

- Hiring bilingual staff who are trained and competent in the skill of interpreting;
- Hiring staff interpreters who are trained and competent in the skill of interpreting;
- Contracting with an outside interpreter service for qualified interpreters;
- Arranging formally for the services of volunteers who are qualified interpreters;
- Arranging/contracting for the use of a telephone language interpreter service.

The target groups authorized under Title I of WIA:

- Adults
- Youth
- Job Corps
- Native American Programs
- Migrant and Seasonal Farm Worker Program
- Veterans Workforce Program

## **DOCUMENTATIONS**

Suggestions and comments from stakeholders from the various targeted groups –

1. Area Agency on Aging
2. Arkansas Association of College and Employers
3. Limited English Proficient
4. Arkansas Rehabilitation Services
5. Arkansas School Counselor Association
6. List of stakeholders that participated in the development of the MOA
7. Press Release
8. Monitor and Evaluate Universal Access of the Recipient  
(See Monitoring Tool 1 in Element 7)
9. Website Addresses
10. Activities and Languages other than English

**The assessment applies to those considered for employment and participation in WIA programs and activities.**

The Arkansas Workforce Investment Board is committed insuring that the programs, services, and facilities of each One-Stop delivery system are accessible to all of Arkansas' workers, including individuals with disabilities.

The One Stop/LWIA focus/assessment on the programs authorized under Title I of WIA, serving:

- Adults
- Youth
- Job Corps
- Native American Programs
- Migrant and Seasonal Farm Worker Programs
- Veterans Workforce Program

The State Board and the Local Board have hired marketing agencies and staff to outreach and broaden the composition of the pool of those considered for participation or employment in their program and activities in an effort to include members of both sexes, of the various racial and ethnic groups and of various age groups, as well as individuals with disabilities.

Universal Access is included in the State monitoring tool (see Monitoring Tools 1, 2 & 3 in Element 7) to evaluate the success of LWIB efforts to broaden the composition of those considered for participation and employment in their program and activities.

**Limited English Proficient**

The provisions of universal access of Limited English Proficient (LEP) applicants, participants and employees requires that administrative and direct service providers receive training and demonstrates skills in those areas of communication and cultural competency required for working with English language learners. This includes the following:

1. English as a Second Language (ESL) teaching/training skills
2. Cultural awareness sufficient for appropriate accommodations required for working with LEP adults
3. Use of training materials, instructional methodologies, and technology appropriate for LEP participants
4. Use of assessment methods and materials appropriate for LEP participants
5. Utilization of language-appropriate outreach materials, strategies for LEP participants
6. Periodic and timely program evaluation and review to determine effectiveness of providing meaningful services for LEP participants.