



The Green County Latino Needs Assessment Project ***Service and Program Provider, and Employer Survey Summary***

Overview:

The Green County Latino Needs Advisory Committee began meeting in February 2005 in order to develop, administer and begin analyzing the results of two local surveys. The Advisory Committee consists of representatives from the UW-Extension, Blackhawk Technical College, Monroe Clinic/Parish Nurses, local churches, a Literacy Council volunteer, and a member of the local Latino Community.

Service and Program Provider Survey:

The Green County Latino Needs Advisory Committee developed a two page survey that was administered to 123 service and/or educational providers via the US mail in July of 2005. The survey queried the recipients about whether or not they had services that were targeted for use by Latinos, whether they had seen an increase in the use of these services, and whether they are interested in having their organization listed in a resource directory for the Latino population. Fifty-eight surveys were completed, with a response rate of 47%. Service providers were asked if they wished to be included in a service directory highlighting services to the Latino population. Only 12 of the service providers did not wish to have their organization included in such a directory. Not surprisingly, the most common barrier cited in the survey was language and communication. There appears to be a great need in Green County for more interpreters and translators, keeping in mind not to over burden those that are already providing this service.

Employer Survey:

The Green County Latino Needs Advisory Committee developed a two page survey that was administered to 44 businesses likely to employ Latinos via the US mail in July of 2005. The survey queried the recipients about whether or not they currently employ Latinos, what percent of their full-time, part-time and seasonal workforce is Latino, the English fluency of those Latino employees, and how the Latino employees find out about openings in the company. The survey also inquired about the training needs of Latino employees, supervisors, and non-Latino employees. Twelve surveys were completed, with a response rate of 27%. Only eight of the responding employers currently have Latino employees. A compiled percentage for those eight employers shows 5% of the full-time workforce as Latino, 1% of the part-time workforce as Latino, and 7 % of the seasonal workforce as Latino. As with the service and program provider survey, it was no surprise that language and communication was a training need for both English and Spanish speaking employees and supervisors. Diversity training was also identified as a need.

Next Steps:

1. Engage members of the Latino population in the Green County Latino Advisory Committee.
2. Plan/develop a county-wide program on the Latino culture, cultural diversity.
3. Collaborate with the Monroe Times and other media sources to raise awareness about the growing Latino population in our local area. Highlight some special interest stories and put a "face" to the story.
4. Develop a Resource Directory of programs and services for that Latino population in Green County.
5. Develop a list of translators available locally, along with guidelines for utilizing the services of translators (i.e., payment).
6. Assess the service/educational needs of Green County's Latino population.