

**The Voice of Latino Workforce Experience
Supporting Statement for Paperwork Reduction Act 1995 Submissions**

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The Voice of Latino Workforce Experience Survey

SUPPORTING STATEMENT

A. JUSTIFICATION

This clearance package seeks approval for a one-time survey of self-identified Latino Americans as part of the research project *The Voice of Latino Workforce Experience*. The study is being conducted by the U.S. Department of Labor (DOL). Morrison Institute for Public Policy (School of Public Affairs, Arizona State University) and its subcontractor, Behavior Research Center (BRC), are implementing the research under contract to DOL.

A.1 Circumstances Necessitating the Data Collection

In recent years, rapid population growth among Latinos has garnered significant attention. Now the nation's largest minority group, the Latino population expansion is the result of comparatively high birth rates and high levels of immigration. Strong economic growth and job opportunities throughout the country and often high living costs in traditional "gateway" regions have motivated Latinos to move to new communities. Often these new destinations have had negligible Latino populations in the past and thus the regions are adapting to greater diversity among residents.

Latino Americans are one of the fastest-growing segments of the American workforce, and projections indicate that this trend will continue. Latinos represent a substantial workforce asset because of their overall youth and notable rates of labor force participation, particularly in light of trends such as the aging of the workforce and slower labor force growth. However, Latinos tend to be concentrated in occupations with relatively low wages and few career options and experience higher unemployment rates and lower earnings than most other U.S. population groups. These circumstances are due in part to less education on average among Latinos. Employers, Latino advocates, and workforce professionals agree that workforce development is vital to ensuring that this growing portion of the U.S. labor force can reach its full potential. Yet, the Latino population and workforce are very diverse, and more detailed, specific information has been needed to ensure that programs and services are tailored to the various types of Latino workers' needs and preferences.

To understand the continuum of Latino perspectives on the economy, jobs, and public workforce investment system and increase the capacity to assist local workforce investment boards, the Employment and Training Administration provided funding for *The Voice of Latino Workforce Experience*. The research design includes: 1) analysis of secondary statistics about the Latino labor force to provide workforce professionals, business leaders, and policy makers with an in-depth understanding of these workers; 2) collection and analysis of first-person accounts of experiences and opinions from Latino workers in three regions; 3) collection and analysis of opinions from workforce professionals about innovations in serving Latino workers; and 4) exploration of programs and services that appear to offer promise for improving skills and expanding opportunities for career advancement and higher earnings.

The dispersal of Latino workers and population across the country is an important issue for states and for metropolitan economies. In this age of innovation, the capacity to help all workers increase and upgrade skills is vital to long-term prosperity. Professionals in many of the areas that are experiencing strong Latino growth are unsure how best to assist these workers increase their skills in sync with economic development plans. As workforce and economic development become one and the same and technology-based economic development becomes the norm, understanding Latino workers and how best to support their progress in the labor force will be a requirement for economic

growth. The results of *The Voice of Latino Workforce Experience* will be used to improve workforce programs and services for Latino and other workers.

A one-time telephone survey with a convenience sample of Hispanic¹ workers is a major strategy for collecting first-hand experiences from individuals. The approximately 15-minute interview is the only cost-effective method for gathering data from many Latino workers across the U.S. In addition, the study builds on research done in 2005 through the Arizona Governor's Council on Workforce Policy. The Arizona research combined the same components as included here and served essentially as a pilot of the study for the Employment and Training Administration (ETA). The compilation of information from Arizona and three metropolitan regions provides an opportunity for national coverage and new insights from a wealth of data. The four sources of information mean that the workforce investment system will benefit from the quality and quantity of information.

Morrison Institute for Public Policy is implementing the research design in three distinct metropolitan regions, each with a particular profile of Latino workers. ETA selected these areas. Each has a significant Latino population, but a different mix of industries and foreign-born and native-born residents. For example:

- **Washington, D.C.**—The rapid population growth in this region has created economic opportunities, drawing Latino immigrant workers to areas where they have not traditionally been present in large numbers. At the same time, immigrant workers who came to the region during the 1980s have had time to join the mainstream.
- **Fort Lauderdale**—Increasingly part of the gateway region for not just workers of Cuban origin but also from Central and South America, this portion of south Florida also has a growing economy.
- **Chicago**—Home to a substantial native-born Mexican American population, as well as Latino immigrants, Chicago's changing economy provides a window into how skill shifts affect workers who had depended on manufacturing.

The current growth in and status of the Latino population makes this part of the U.S. labor force of increasing interest to everyone concerned about the connections between workforce skills, new workers, and economic development. Surveying self-identified Latino workers in each of the three metropolitan regions is the most efficient way of developing a complete picture of the continuum of experiences among Latino workers. The survey will collect important information on a variety of topics, including choice of work, training needed, and bias in the workplace. This survey will provide more detailed, up-to-date information on opinions on employment and workforce development among a greater cross-section of workers than most other data sources are able to supply. For example, U.S. Census data provides information on occupations, but not on experiences in the workforce. Recent surveys published by the Pew Hispanic Center tend to look at only one type of workers at a time, such as day laborers. Similarly, numerous studies of immigrant workers are of value, but they do not examine the outlooks of native-born workers, who are most numerous and potentially most affected by the public workforce investment system. Without the new information this project will provide, the public workforce investment system will not be as productive as it could, and should, be.

¹ Hispanic and Latino are used synonymously here.

A.2 How, By Whom, and For What Purpose the Information Is to be Used

Morrison Institute for Public Policy will use the opinions and demographic data gained through the survey to analyze and describe the various types of Latino experiences and how these relate to current and potential workforce policies and programs at the national, state, and local levels. This information will allow workforce professionals and policy makers to understand the Latino workforce better and support new workforce investment activities that will increase the competitiveness of individuals and economies. Comparisons among experiences and employment outcomes in the three regions will be possible as well. Based on information from the survey, DOL can advise local workforce boards and educational institutions on possible modifications to their programs. Since the goal of the research is to look at employment through the eyes of Latino workers, the data collected will allow workforce professionals to better understand and serve their customers.

A.3 Use of Improved Technology to Reduce Burden

Morrison Institute for Public Policy will work with Phoenix-based Behavior Research Center, Inc. (BRC) to field the survey. An independent firm providing marketing and management research and counsel to business, non-profit, and government clients since 1965, BRC specializes in research in public opinion and public policy research, among other areas. BRC is a pioneer in Latino market and public opinion research with more than 40 years experience and a bicultural and bilingual staff. BRC designs and conducts projects on a local, regional and national scale, as well as throughout the Spanish-speaking Americas.

In order to comply with the *Government Paperwork Elimination Act*, Computer Assisted Telephone Interviewing (CATI) will be the primary method of data collection for this survey. BRC maintains over 50 work stations for Computer Assisted Telephone Interviewing (CATI). CATI was selected because telephone interviews are most cost-effective and yield data with quality comparable to in-person interviews. CATI is more cost effective than paper and pencil interviewing for many reasons, including the fact that CATI programs accept only valid responses and can be programmed to check for logical consistency across answers. Interviewers are thus able to correct errors during the interview, eliminating the need to call back respondents to obtain missing data. Also, calls will be made through an auto-dialer, linked to the CATI system, virtually eliminating dialing error. The automated call scheduler will simplify rescheduling of calls to respondents at their convenience and can assign cases to specific interviewers, for example, those who are fluent in Spanish. The CATI will be the only way in which Latino workers can participate in the research.

A.4 Efforts to Identify Duplication

This convenience-sample survey will be conducted to collect information about Latino workers in three regions and to describe experiences in those places. No other current data source is available that combines the opinions and experiences of Latino individuals on work and the public workforce investment system.

A.5 Methods to Minimize Burden on Small Businesses or Entities

No small businesses or entities will be interviewed for this survey.

A.6 Consequences of Not Collecting the Data

Resources are available to complete this study once. The survey will provide a unique source of data for ETA and workforce investment professionals throughout the U.S. If the information is not collected now, the public workforce investment system will be left at a disadvantage. Specifically:

- Professionals will have insufficient information about Latinos' attitudes toward work and workforce development, which may lead to less effective interventions and less positive employment outcomes
- ETA will miss an opportunity to answer the important questions that those who work in the public workforce investment system are asking
- The meaning of other data could be misinterpreted because of a lack of understanding of the experiences of Latino workers

A.7 Special Data Collection Circumstances

In all respects, the data will be collected in a manner consistent with federal guidelines. The convenience sample survey will include a pledge of confidentiality that is supported by authority established in statute or regulation and by disclosure and data security policies that are consistent with the pledge. It will not unnecessarily impede sharing of data with other agencies for compatible confidential use.

A.8 Federal Register Notice

a. Federal Register Notice and Comments

A Notice for sixty days' public comment was published in the Federal Register on November 17, 2009 (Vol. 74, p. 59244). ETA will summarize and respond to any comments relevant to the issues enumerated in this study in this section of the Supporting Statements and make them available to the public on www.webinfo.gov after the comment deadline of January 19, 2010.

b. Consultations Outside of the Agency

The survey was reviewed by the following individuals. Revisions in some wording and question structures were made based on their comments. Survey topics and content did not change.

- Richard Toon, Ph.D. Senior Policy Analyst, Morrison Institute for Public Policy, Arizona State University Richard,toon@asu.edu
- Ellen Jacobs, Market and Survey Research Consultant, ellen@ebjresearch.com
- Toni Alterman, Ph.D., Centers for Disease Control, txa8@cdc.gov
- Joseph G. Grzywacz, Ph.D., grzywacz@wfubmc.edu
- Jorge Nakamoto, Ph.D., JBS International Inc., jnakamoto@jbsinternational.com

A.9 Respondent Payments

No payments or gifts will be made to survey respondents as part of this information collection.

A.10 Confidentiality

Morrison Institute and BRC will follow procedures for assuring and maintaining confidentiality consistent with provisions of the Privacy Act. Respondents will receive information about confidentiality at the outset of the interview and be given an explicit pledge of confidentiality. The interviewer will explain that the answers will be combined with those of others and presented in summary form only. Individual answers will not be shared. All data items that identify respondents will be kept only by Morrison Institute for Public Policy for use in assembling an aggregate report. In

addition, the following safeguards are routinely employed by BRC to carry out confidentiality assurances:

- Access to sample selection data with personal identifying information is limited to those that have direct responsibility for providing the sample. These data are destroyed at the conclusion of the research.
- Identifying information is maintained in a separate file from interview data.
- Access to any hard-copy documents is strictly limited. Physical precautions include use of shredders for discarded materials and interview control procedures.

A.11 Questions of a Sensitive Nature

The survey of Latino workers contains one item that may be considered sensitive in nature. Question E-5 asks about monthly household income. As described above, all respondents will be assured of confidentiality at the outset of the interview. All survey responses will be held in strict confidence and reported in aggregate, summary format, eliminating the possibility of individual identification. BRC will comply with the requirements of the Privacy Act of 1974 in collecting all information. All questions in the current survey have been reviewed and used in a prior survey with no evidence of harm. Questions about income are necessary to measure the economic well-being of study participants and to compare various workforce experiences.

A.12 Hour Burden of the Collection of Information

The total hour burden for information collected for the Latino study is 420 hours as shown in the table below. This hour burden is based on experience from the Arizona pilot study.

	<i>Total Respondents</i>	<i>Frequency</i>	<i>Average Time Per Response</i>	<i>Burden</i>
Latino Workers	1200	1 time	15 minutes	300 hours

	<i>Contacts</i>	<i>Frequency</i>	<i>Average Time Per Response</i>	<i>Burden</i>
Points of Contact	3600	1 time	2 minutes	120 hours

A.13 Estimated Total Annual Cost Burden to Respondents and Record Keepers

There will be no start-up or ongoing financial costs incurred by respondents or record keepers.

A.14 Estimated Annualized Cost to the Federal Government

The cost to the Federal government of the project including conducting the survey, all data collection, analysis, reporting, and government employee time will be \$408,639. Of this amount, Government employee time will be \$11,700; Morrison Institute personnel costs will be \$177,450; and surveying, operations, and indirect costs will be \$60,000, \$61,000, and \$98,489, respectively. There will be no ongoing costs.

A.15 Changes in Burden

This is a new, one-time data collection effort counting as 420 hours towards ETA’s Information Collection Budget (ICB).

A.16 Publication Plans and Project Schedule

The project schedule is provided in the table that follows:

TASKS	SCHEDULE*
Labor Force Statistics Collection and Analysis	Completed
Program and Literature Review	Completed
Workforce Professionals Interviews	Completed
Public Focus Groups	Completed
Workforce Development Participant Focus Groups	Completed
Survey Design	Completed
Survey Administration	March 2010
Data Analysis	April 2010
Report Development	May 2010

*Exact dates will depend on the completion of the OMB approval process.

A.17 Display of OMB Number and Expiration Date

The OMB clearance number and expiration date are published on the questionnaire in the upper left-hand corner and will also be noted in the final OMB Notice of Action concerning this information collection. As this will be a telephone-administered questionnaire, respondents will be told the OMB clearance number and the expiration date prior to participating in the survey.

A.18 Exceptions to the Certification Statement 19

There are no exceptions taken to item 19 of OMB Form 83-1.

B. Collections of Information Employing Statistical Methods

This collection does not employ statistical methods. No attempt will be made to draw inferences to any population other than the set of respondents to this questionnaire.