

CONVERSATION SCRIPTS FOR FARMERS & AG EMPLOYERS

Title I, Part C

Talking with Farmers, Agricultural Businesses & Employers About Reaching Mobile Farmworker Families

About These Scripts

These conversation scripts are designed for Title 1, Part C (MEP) outreach workers approaching agricultural employers — farmers, labor contractors, nurseries, packing houses, and other businesses to explain the Title I, Part C and request access to speak with eligible workers and their families.

Each script takes a different angle to match different farmer personalities, concerns, and contexts. Read the angle description before choosing a script. Most conversations will blend elements from several.

These are starting points, not rigid scripts. Adapt the language to your natural style and to the person in front of you.

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What Is Title I, Part C – Migrant Education?

The program provides supplemental educational services to children of migrant agricultural workers and fishers — families who have moved across school district or state lines within the past three years so that a parent or guardian could seek qualifying agricultural work.

Services MEP Can Provide

- Free tutoring and academic support
- Credit accrual and transcript support for mobile students
- Early childhood and preschool services
- Health and dental referrals
- English language learning support
- School enrollment assistance
- Summer and intersession programs
- Parent engagement and leadership activities
- Counseling and graduation support

Key Message for Employers

MEP is completely free to workers and families. It does not recruit for unions, immigration enforcement, or any advocacy organization. It is an educational support program funded by the federal government and administered by the state.



SCRIPT 1

The Worker Benefit Angle

Lead with what the program does for families — make it personal

ANGLE: Focus on the direct benefits to workers and their children — not the program itself. Farmers who care about their workers respond well to this approach. Use real examples where possible.



Opening — In Person or on the Phone

OUTREACH WORKER:

Good morning — my name is [Name] and I'm a recruiter with the [State] Title 1, Part C Program. We're a free education program that helps children of agricultural workers keep up with school when their families move for work. Do you have just a few minutes? I'd love to share what we do and ask if we could stop by to speak with any families working with you.

If the Farmer Asks What the Program Does

FARMER / BUSINESS OWNER:

What exactly does your program do?

OUTREACH WORKER:

We help kids who move a lot for farm work — which, as you know, makes school really hard. When a family moves from one state to another following the harvest, kids lose credits, miss key lessons, and sometimes fall so far behind they drop out. Our program provides free tutoring, helps transfer school records, connects families to preschool, and makes sure kids don't fall through the cracks. We also help parents get involved in their kids' education, which research shows makes a big difference.

OUTREACH WORKER:

For the workers on your operation, that means their children are getting support they otherwise couldn't access — especially if the family is new to this area and doesn't know who to call.

If the Farmer Seems Sympathetic but Hesitant

FARMER / BUSINESS OWNER:

That sounds nice, but I'm not sure I want outsiders talking to my workers.

OUTREACH WORKER:

I completely understand that. We're not here to disrupt anything — we'd work completely around your schedule and honestly, most visits take about 15 minutes per family. We simply need to introduce ourselves, explain what we offer, and let them decide if they want to participate. Families always have the choice. You'd be making that resource available to them — what they do with it is completely up to them.

Closing

OUTREACH WORKER:

Would it be alright if I stopped by on [day] at [time] — before or after the work day? I can be quick, I'll stay out of the way, and everything stays completely private. Families choose whether they want help. You're simply giving them the chance to know it exists.

✓ Why This Works

Many farmers genuinely care about their workers as people. Framing MEP as a benefit to the people they rely on — rather than a government program — creates goodwill. It also positions the farmer as someone helping their workers, not just allowing an outside visit.



SCRIPT 2

The Farmer as Partner Angle

Position the farmer as a community leader and champion for their workforce

ANGLE: This approach works well with farmers who take pride in their community standing, who have long-term relationships with workers, or who are civic-minded. You are inviting them into a leadership role, not asking permission.



Opening

OUTREACH WORKER:

Hi, I'm [Name] from the [State] Title 1, Part C Program. I've been talking with other agricultural operations in the area about how we can reach farmworker families who often miss out on educational support just because they move around so much. A few of your neighbors have already welcomed us, and I wanted to make sure you had the same opportunity — because the families working on your operation deserve access to this too.

Building the Partnership Frame

FARMER / BUSINESS OWNER:

I've never heard of this program. Who runs it?

OUTREACH WORKER:

It's federally funded through the U.S. Department of Education and administered by our state. It's been around since the 1960s — it was actually created because Congress recognized that migrant agricultural workers' children were falling behind in school at much higher rates than other kids. The program exists specifically to level the playing field for these families.

OUTREACH WORKER:

What we're looking for are employers who are willing to say to their workers: 'There's a free program for your kids, and here's someone who can tell you about it.' That's it. You become part of the solution — and frankly, operations that welcome us tend to have workers who feel more supported and more stable.

When the Farmer Responds Positively

FARMER / BUSINESS OWNER:

So, what would this actually look like on my end?

OUTREACH WORKER:

Honestly, very little from you. We'd ask for a good time to be on the property — we prefer before or after work hours so we're not in the way. We'd introduce ourselves to families, explain what we offer, and leave them our contact information. We might return a couple of times during the season if families need help enrolling kids in school or getting records transferred. We always check in with you or your manager before each visit. You stay in the loop; nothing happens without your knowledge.

OUTREACH WORKER:

Some operations let us put a small flyer in their break room or housing area. Others just let us come by. Either works for us.

Closing with the Partnership Frame

OUTREACH WORKER:

I'd love to have your operation on our list of partner employers for this season. Would it be okay if I sent you a short one-page summary of the program, and then we set up a time to chat? I think you'll find it's a lot simpler than it sounds.

✓ Why This Works

Farmers who see themselves as community leaders respond to being recruited as partners rather than asked for permission. Mentioning that neighbors have already welcomed the program adds social proof without pressure.



SCRIPT 3

The No Cost / No Disruption Angle

Address the most common objections before they are raised

ANGLE: Use this with busy, pragmatic farmers who will immediately ask 'What does this cost me?' and 'Will this slow down my workers?' Lead with the answers before they can raise the objections.



Opening — Lead with the Reassurances

OUTREACH WORKER:

Hi, I'm [Name] with the [State] Title 1, Part C Program. I'll get right to the point because I know you're busy: this costs you nothing, takes none of your workers' time during work hours, and there's no paperwork on your end. Can I take about three minutes to explain what we do?

The Core Explanation

FARMER / BUSINESS OWNER:

Go ahead.

OUTREACH WORKER:

We're a federally funded education program that helps children of agricultural workers stay on track in school when their families move for work. We visit farms and housing to connect with eligible families, tell them about free tutoring, school enrollment help, and other services their kids can use. We ask to visit before or after shifts — we stay out of the fields and out of the way of operations. Everything is voluntary for the families. We just need access to let them know the program exists.

Handling the Paperwork Fear

FARMER / BUSINESS OWNER:

I don't want to sign anything or have any liability.

OUTREACH WORKER:

Completely understandable. We don't require any signature or agreement from you. This is not an inspection, an audit, or anything regulatory. We're educators, not enforcement. Some employers choose to sign a simple letter of cooperation, but it's optional and it creates no obligation or liability on your part. Many operations just give us a verbal okay to visit, and that works perfectly well for us.

Handling the 'I Don't Want to Upset My Workers' Concern

FARMER / BUSINESS OWNER:

I don't want my workers to feel like I'm having someone come check on them.

OUTREACH WORKER:

That's a really thoughtful concern, and it tells me you have a good relationship with your workforce. The best way to handle that is actually to give us a brief introduction — something like, 'This is someone from an education program that helps your kids.' When workers hear it from you first, it immediately signals that you're okay with us being there, and it eliminates any concern that we're connected to enforcement or immigration. We can even give you a simple note in Spanish — or whatever language your workers speak — that you could hand out before we arrive.

Closing

OUTREACH WORKER:

All I'm asking is permission to stop by during a non-work time and introduce ourselves to families. If they're interested, we help them. If not, we leave. Would a morning before work starts on [day] be workable?

✓ Why This Works

The biggest barriers for most employers are cost, disruption, and paperwork. Leading with clear answers to all three — before the farmer even raises them — removes the most likely objections and keeps the conversation moving forward.

SCRIPT 4

The Trust-Building & Legal Rights Angle

For skeptical employers — be transparent, calm, and honest about the program's purpose

ANGLE: Use this with farmers who are defensive, who have had bad experiences with government programs, or who seem suspicious of your visit. Transparency and honesty are your tools. Do not oversell or rush. Let the farmer ask questions.

Opening — Be Direct and Non-Threatening

OUTREACH WORKER:

Good morning. My name is [Name] and I work for the [State] Department of Education — specifically for the Title 1, Part C Program which is a federal education program, not an enforcement or immigration program. I want to be completely upfront with you about what we do and why I'm here, and then I'd like to hear your thoughts.

The Transparent Explanation

OUTREACH WORKER:

The Title 1, Part C was created by Congress to help children of agricultural workers stay in school when their families move for work. Our job is to find those families and connect them to free educational services — tutoring, school enrollment help, early childhood programs. We do not collect immigration information. We do not share family information with any enforcement agency. We are educators.

OUTREACH WORKER:

I'm here because I believe there may be families working with your operation who have children eligible for our program, and I'd like the opportunity to introduce myself to them. That's it. No strings, no pressure, no paperwork for you.

When the Farmer Pushes Back

FARMER / BUSINESS OWNER:

I've had people come out here before claiming to be from programs like yours, and it's caused me nothing but headaches.

OUTREACH WORKER:

I hear you, and I'm sorry that happened. Can I ask what specifically was difficult about it? I want to understand what your concern is so I can address it honestly. If there's a

reason I can't address, I'll tell you that too. I'd rather be honest with you than give you a sales pitch.

FARMER / BUSINESS OWNER:

I just don't want people stirring things up with my workers.

OUTREACH WORKER:

That's fair. What I can tell you is that our approach is to be very calm, very brief, and completely respectful of the work environment. We're not advocates, we're not organizers, and we're not here to discuss anything other than educational services for children. If a worker wants to talk about something unrelated to our program, we redirect them. We're here for one specific purpose.

OUTREACH WORKER:

Would it help if I gave you our program's official brochure, the contact information for our program director, and let you verify who we are before I come back? I'm happy to do that. I'd rather earn your trust than have you feel pressured.

Closing — Give Them Control

OUTREACH WORKER:

You set the terms. You tell me when and how it works for your operation. I'll follow your rules. What would make you comfortable enough to let me stop by once and see how it goes?

✓ Why This Works

Skeptical farmers respond to honesty, not to salesmanship. Asking what their specific concern is — instead of guessing — shows respect and often reveals a concern you can actually address. Giving them control over the terms of access reduces defensiveness.



SCRIPT 5

The Education & Workforce Angle

Connect MEP to the farmer's long-term labor stability and community investment

ANGLE: Use with farmers who are forward-thinking, community-oriented, or who worry about long-term labor availability. This angle connects MEP outcomes to the farmer's own business interests and community standing.



Opening — Start with the Bigger Picture

OUTREACH WORKER:

Hi, I'm [Name] with the Title 1, Part C Program. I work with agricultural families across the region and I know the conversation about labor availability is one you probably have all the time. I actually think the program I work for connects to that in a way most people don't expect — do you have a few minutes?

Making the Connection

FARMER / BUSINESS OWNER:

Sure, what is it?

OUTREACH WORKER:

The Migrant Education Program helps children of farmworkers stay on track educationally when their families move for work. Here's why that matters to you as an employer: research consistently shows that when farmworker families feel more stable and supported in a community, they tend to return to the same employer's season after season. Workers who feel like their kids are being looked after — that the community cares about their family — are more likely to come back next year.

OUTREACH WORKER:

We also help workers' kids stay in school and potentially pursue agricultural careers, skilled trades, or other careers that benefit rural communities. The labor shortage in

agriculture is real. Programs that keep farmworker families connected and stable in their communities are part of the long-term solution.

When the Farmer is Intrigued

FARMER / BUSINESS OWNER:

I hadn't thought about it that way. What does this actually look like?

OUTREACH WORKER:

On a practical level, we visit operations like yours at a time that works for you — usually early morning or evening when the work day is done. We introduce ourselves to eligible families, explain what free services are available for their kids, and help them access those services. We might help a family get a child enrolled in the local school, get records transferred from their last district, or find a tutoring program.

OUTREACH WORKER:

What workers often tell us is that just knowing the program exists — that someone cares enough to come find them — makes a difference. That goodwill tends to reflect well on the operation they're working for too.

The Ask

OUTREACH WORKER:

Would you be willing to let me come by once this season? I can work around your harvest schedule completely. You'd be investing about 30 minutes of access time in something that could genuinely make a difference for the families working with you — and for your reputation as an operation that treats people well.

✓ Why This Works

Connecting MEP to worker retention and labor stability speaks directly to a farmer's business interests. Many agricultural employers worry deeply about reliable labor — positioning MEP as a community-building tool that benefits them creates a real incentive to say yes.

SCRIPT 6

The Cold Approach — First Contact

Showing up unannounced or calling for the very first time

ANGLE: When you have no prior relationship and no referral. The goal of the first contact is simply to get a second conversation — not to close access immediately. Plant the seed, leave information, and follow up.



Phone Script — Cold Call

OUTREACH WORKER:

Hi, may I speak with [owner name / farm manager]? ... Hi, this is [Name] calling from the [State] Title 1, Part C Program — we're a free education program for children of agricultural workers. I'm not selling anything and this isn't a regulatory call. I'm reaching out to operations in the area to introduce our program and see if there might be eligible families working with you. Is this a good time for a two-minute conversation?

FARMER / BUSINESS OWNER:

[If they say no or it's a bad time:]

OUTREACH WORKER:

Absolutely, I understand. Can I ask for the best time to call back, or would you prefer I send something in writing first? I have a one-page summary I can email or mail that explains everything. I just want to make sure families who might benefit know the program exists.

In-Person Unannounced Visit

OUTREACH WORKER:

[Approach calmly, with a visible ID badge, carrying printed materials — not a clipboard that looks like an inspection form.] Good morning — I'm sorry to drop by without calling ahead. My name is [Name] and I'm with the Title 1, Part C Program, a free program for kids of farmworker families. I have a short brochure I'd love to leave with you, and I'm hoping to set up a time to come back and meet any families who might benefit. Is the owner or manager available?

FARMER / BUSINESS OWNER:

What is this about exactly?

OUTREACH WORKER:

It's an education program — completely free, no strings. When agricultural workers move for jobs, their kids often fall behind in school because of all the transitions. We provide tutoring, school enrollment help, and other free services to help those kids succeed. We just need a few minutes with families to let them know what's available. We'd be out of your way completely and would work around your schedule.

Leaving the Door Open After a Quick Brush-Off

FARMER / BUSINESS OWNER:

I don't have time right now.

OUTREACH WORKER:

Of course — I'll leave this information with you. [Hand them the brochure.] My name and number are on there. If you have a moment later in the week, I'd love five minutes of your time. And if you have workers with children, please know this program is free and available to them — they can even contact us directly. Thank you for your time.

✓ Why This Works

The goal of a cold first contact is not access — it is a second conversation. Leave something physical, introduce yourself as human and non-threatening, and always leave the door open for a follow-up. An outreach worker who follows up twice is taken more seriously than one who never returns.

SCRIPT 7

The Follow-Up After a 'No'

Returning respectfully after an initial refusal

ANGLE: A first 'no' is rarely a final 'no' — especially in agricultural communities where trust is built over seasons and years, not days. This script is for returning after a refusal, with a different angle and renewed respect for the farmer's concerns.



Opening — Acknowledge the Previous Conversation

OUTREACH WORKER:

Hi [name] — this is [Name] from the Title 1, Part C Program. I stopped by a few weeks ago and you weren't ready to have me come out, and I completely respect that. I was hoping I could have just two minutes of your time to ask one question — not to push, just to understand.

Ask What the Real Concern Is

FARMER / BUSINESS OWNER:

[Cautious] What's your question?

OUTREACH WORKER:

My question is just this: when I came by last time, what was the main thing that made you hesitant? I'd like to understand so I can either address it or know that this isn't the right fit — and if it isn't, I won't keep coming back.

FARMER / BUSINESS OWNER:

[Example response] Honestly, I just don't want my workers thinking I'm bringing in some kind of watchdog. They're already nervous enough with everything going on.

OUTREACH WORKER:

That makes complete sense, and that concern tells me you care about your workers feeling safe — which I respect. Here's what I can offer: I can give you a simple note in Spanish — or whichever language your workers speak — that you hand out yourself before I arrive. It would say something like: 'This person is from an education program for your children. I have given them permission to come by. This has nothing to do with immigration or work.' When it comes from you, it completely changes how workers receive me. You'd actually be the one reassuring them, not me.

Offering a Smaller Ask

OUTREACH WORKER:

If you're still not comfortable with a visit, is there a smaller step that would work? I could send home a flyer with your workers that they can read on their own time — no visit from me at all. Or I can give you a stack of our brochures to put in your break room if you have one. That way you're making it available without me ever setting foot on your property. Whatever makes you comfortable.

Closing — Leave on Good Terms

OUTREACH WORKER:

I want to be honest with you: the families on your operation may have children who are missing out on free help just because we haven't been able to reach them. But I also understand this is your property and your workforce, and I respect your call. Whatever you decide, I appreciate you talking with me again. If anything changes, here's my card — and I'll check back in with you next season if that's okay.

✓ Why This Works

Returning after a 'no' — respectfully and without pressure — demonstrates persistence and professionalism that many farmers actually respect. Asking what the real concern is shifts the conversation from defense to problem-solving. Offering smaller asks (a flyer, a note) gets something where nothing was before.

What to Always Lead With

Free. The program costs nothing to workers, families, or employers.

Voluntary. Families choose whether to participate. The farmer does not decide for them.

Confidential. We do not share family information with immigration enforcement, employers, or any agency outside the program.

Educational only. We are not organizers, union representatives, or government inspectors.

Non-disruptive. We work around the farm schedule, not against it.

Common Objections and Quick Responses

Objection	Quick Response
<i>'I don't want immigration involved.'</i>	We have no connection to immigration enforcement whatsoever. We are an education program funded by the U.S. Department of Education. We do not ask about, report, or share immigration status information. Ever.
<i>'This will disrupt my workers.'</i>	We visit before or after work shifts and stay completely out of the fields and work areas. Most visits take 15 minutes per family. We check with you before every visit.
<i>'I don't want to sign anything.'</i>	No signature is required. Many operations give us a simple verbal okay. There is no liability or legal obligation on your part.
<i>'My workers don't want outsiders around.'</i>	The best solution is a brief introduction from you — just a few words saying you've met us and you're okay with us being there. That changes everything. We can help you with language if that would be useful.
<i>'I've never heard of this program.'</i>	The Title 1, Part C has existed since 1966 — it's one of the longest-running federal education programs. We can provide official documentation, our program director's contact, and references from other operations in the area.

Objection	Quick Response
<i>'I don't think I have any eligible workers.'</i>	Eligibility may surprise you. If any worker has moved in the last three years across school district or state lines for agricultural work, and has children under 22, those children may qualify. A quick visit lets us make that determination — we don't need you to figure it out.
<i>'This isn't a good time of year.'</i>	Absolutely — we can plan around harvest, planting, and your busiest periods. When would be a better time? We're flexible by design.
<i>'What do you get out of this?'</i>	We are funded to reach a certain number of eligible children each year. Every family we connect with helps us meet that goal and justify continued funding for the program. We have nothing to sell and nothing to gain beyond helping the families.