

**For:** FSA Employees

**Displaying Posters in County Offices**

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**Approved by:** Deputy Administrator, Field Operations



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**1 Posters to Display in County Offices**

**A Background**

In 2013, the Minority and Socially Disadvantaged Assistance Office Hotline was discontinued. In a commitment to continually improve customer service processes and respond to customer inquiries about FSA programs, customers are now referred to AskFSA, an online knowledge-base customer service portal.

22-AO requires that each County Office have a designated County Office Outreach Coordinator. A poster has been created to publicize the name and contact information for the County Office Outreach Coordinator.

**B Purpose**

This notice instructs employees to:

- download and print the following from the FSA Outreach Sharepoint site at **<https://fsa.sc.gov.usda.gov/mgr/DAFO/Outreach/default.aspx>**
- a copy of the AskFSA Poster (Exhibit 1) from the “AskFSA” folder under “Shared Documents”
- a copy of the FSA Outreach Poster (Exhibit 2) from the “Outreach Aids” folder under “Shared Documents”
- prominently display posters on office counters or bulletin boards
- promote AskFSA in newsletters and at outreach events
- insert County Office Outreach Coordinator information into the specified blank on the FSA Outreach Poster.

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<b>Disposal Date</b>	<b>Distribution</b>
October 1, 2014	All FSA employees; State Offices relay to County Offices

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## Notice AO-1591

### 1 Posters to Display in County Offices (Continued)

#### C Contact

If there are questions about this notice:

- County Office Coordinators shall contact State Office Coordinator
- State Offices shall contact Nancy Bond, DAFO Outreach Specialist by either of the following:
  - e-mail at **nancy.bond@wdc.usda.gov**
  - telephone at 202-260-6069.

AskFSA Poster



**FSA customers—  
Are you looking for answers to your questions?**

**Then Ask FSA!**  
**askfsa.custhelp.com**

*AskFSA in an online resource that helps you easily find information and answers to your Farm Service Agency (FSA) questions no matter where you are or what device you use. It is for ALL customers, including underserved farmers and ranchers who wish to be enrolled in FSA loans, farm, and conservation programs.*

**Through AskFSA you can:**

- Access our knowledge base 24/7;
- Receive answers to your questions faster;
- Submit a question and receive a timely response from FSA experts;
- Get notifications when answers important to you and your farming operation are updated;
- Customize your account settings and view responses at any time;

**FSA's self-service assistance  
anytime, anywhere!**

**REGISTER NOW!**



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FSA Outreach Poster



# FSA Outreach



*New Day...  
New Way...*

**Our Commitment: "We are committed to providing timely FSA program information to all farmers and ranchers".**

*The Outreach Coordinator for this office is:*

*If you have comments or suggestions in general, please email [fsaoutreach@wdc.usda.gov](mailto:fsaoutreach@wdc.usda.gov).*

## FSA Outreach Definition & Purpose

FSA outreach activities are national, State and county office informational and educational efforts, with the purpose of promoting FSA and the benefits of participating in FSA programs, directed to non-participating but potentially eligible persons.

## Outreach Mission Statement

The mission of FSA's Outreach Program is to conduct innovative FSA marketing methods that:

- Educate the public of FSA programs and services
- Eliminate participation barriers
- Increase program participation from potential and current small, beginning, socially disadvantaged and underserved customers.

## Outreach Vision

The vision of FSA Outreach is to become the model for USDA program education and customer service delivery.

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