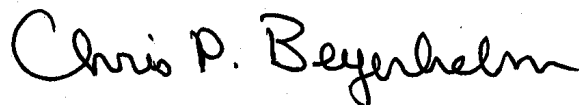


For: State Offices

FY 2015 Outreach Allotments and Activities

Approved by: Associate Administrator for Operations and Management



1 Overview

A Background

Planned outreach activities to promote FSA farm programs and farm loans are required according to several statutory authorities, Presidential directives, Congressional and regulatory authorities as outlined in 22-AO. Each State has developed a FY 2015 Strategic Outreach Plan that outlines national and State goals, objectives, and planned activities to accomplish those goals.

B Purpose

This notice provides:

- notification of mid-year funding allotments to support planned FSA outreach activities
- the method in which funding allocations were derived
- guidance for requesting additional funding
- guidance for outreach funding usage
- funding distributed to States.

C Contacts

If there are questions about allotments, contact the State-assigned BUD analyst listed in **Exhibit 1**.

If there are questions about this notice, State Offices shall contact J. Latrice Hill, FSA Director of Outreach, by either of the following:

- e-mail to latrice.hill@wdc.usda.gov
- telephone at 202-690-1700.

Disposal Date	Distribution
January 1, 2016	State Offices

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2 Outreach Funding

A General

Each State has a designated State outreach coordinator (SOC) to manage outreach planning activities in the State and County Offices. Each SOC has completed a FY 2015 Strategic Outreach Plan, approved by the SED for FY 2015 that identifies the national and State-specific goals to promote FSA programs and loans to all agricultural customer segments in each State. SOC's are responsible for ensuring planned activities that align with the goals and projected activity expenses are entered in the Outreach Tracking Information System (OTIS).

B Allocation Methodology and Requesting Additional Funds

Outreach allotments initially began in FY 2003 with each State receiving up to \$5,000 to conduct program outreach activities. Outreach funding is subject to the current year's budget limitations.

The distribution of funds for FY 2015 outreach activities are based on FY 2005 allocations that allowed a closer relationship between the equal \$5,000 dollar amount and the actual need. The criteria used were size of State and/or underserved farm population of State, and State's historical outreach activities recorded in OTIS. Special considerations were made accordingly for States participating in the Secretary's StrikeForce Initiative for Rural Growth and Opportunity. The funding has been allotted to Fund 84, Budget Object Code (BOC) 25.2, Other Services. A small funding reserve has been held in the National Office. SED's should contact the Director of Outreach, by telephone at 202-690-1700, for guidance and approval if funding needs exceed the allocation listed in **Exhibit 2**.

C Eligible Uses for FY 2015 Outreach Funds

According to 22-AO, FSA outreach funds may be used for the purchase of tangible individual cost items incurred by FSA.

Tangible individual cost items include the following:

- booth space and/or exhibit fees
- room, facility, and/or equipment rental for FSA events
- printing costs related to a specific FSA outreach activity and/or event
- individual speaker fee for FSA events
- employee event registration and/or conference fees
- translation fees for an FSA outreach activity and/or event.

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2 Outreach Funding (Continued)

D Ineligible Uses for FSA FY 2015 Outreach Funds

FSA outreach funds may **not** be used for the following.

- Sponsorships. Specifically funding shall **not** be used to pay for non-FSA incurred expenses, including requests from partner organizations.
- Transportation. Specifically transportation costs of non-FSA employees to activities related to an event; for example, producer bus tour of farms.
- Food, beverages, and/or light refreshments. Both GSA and FSA have established policies and guidelines about excluding food, beverages, and/or light refreshments expenditures.
- Promotional items. This includes all items with or without the USDA logo; for example, USDA pens, shirts, cups, notepads, etc.

Note: Executive Order 13589 calls for a reduction of Agency spending that admonishes Federal Agencies from purchasing extraneous promotional items.

E Planning Targeted and Innovative Outreach Activities

State and County Offices are **required** to plan outreach activities and/or events annually in OTIS. An FSA goal **must** be selected to align with every outreach activity plan entered in OTIS. SED's and SOC's shall review their State plan, State demographics at http://www.agcensus.usda.gov/Publications/2012/Online_Resources/Race,_Ethnicity_and_Gender_Profiles/, and FSA program participation to identify specific areas to target outreach activities.

Activities should be conducted with **all** potential producers, including underserved farmers and ranchers. Underserved includes minority and women farmers and ranchers, farm workers, new and beginning farmers (including Veterans), Native Americans, Alaska Natives, persons under the poverty level, and persons that have disabilities.

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2 Outreach Funding (Continued)

E Planning Targeted and Innovative Outreach Activities (Continued)

Examples of innovative outreach activities include the following:

- providing technical assistance training, such as recordkeeping, business planning, etc. with partner organizations
- hosting demonstration tours with local agencies and 1862, 1890, and 1994 universities
- exhibiting at local farmers' market
- hosting COC presentations away from the office with the help of COC members
- exhibits, Youth Loan, and/or career educational events at USDA Summer Feeding locations.

F Entering Outreach Expenses Into OTIS

SED's shall ensure that all outreach expenses are accurately recorded in OTIS. States are **required** to record actual outreach expenses incurred in OTIS to assist with budget allocation projections. These shall be loaded and approved **before** the planned event. All approved event results and year-end spending are required to be entered after the event occurs and no later than September 30.

BUD Contacts

If there are questions about allotments, contact the applicable State-assigned BUD analyst from the following table.

State	BUD Analyst Contact Information
Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, Ohio, Wisconsin.	Elizabeth Hill, BUD by any of the following: <ul style="list-style-type: none"> • e-mail to elizabeth.hill@wdc.usda.gov • telephone at 202-720-9862 • FAX at 202-690-1503.
Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, West Virginia.	LaTosha Fleming, BUD by any of the following: <ul style="list-style-type: none"> • e-mail to latosha.fleming@wdc.usda.gov • telephone at 202-720-8861 • FAX at 202-690-1503.
Alaska, Idaho, Montana, Nebraska, North Dakota, Oregon, South Dakota, Washington, Wyoming.	Ricky Williams, BUD by any of the following: <ul style="list-style-type: none"> • e-mail to ricky.williams@wdc.usda.gov • telephone at 202-772-9017 • FAX at 202-690-1503.
Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Puerto Rico, South Carolina, Tennessee, Virgin Islands, Virginia.	TC Chappelle, BUD by any of the following: <ul style="list-style-type: none"> • e-mail to tarnya.chappelle@wdc.usda.gov • telephone at 202-720-5149 • FAX at 202-690-1503.
Arizona, California, Colorado, Guam, Hawaii, Kansas, Nevada, New Mexico, Oklahoma, Texas, Utah.	Lillie McComb, BUD by any of the following: <ul style="list-style-type: none"> • e-mail to lillie.mccomb@wdc.usda.gov • telephone at 202-720-2201 • FAX at 202-690-1503.

FY 2015 Outreach Allotments

The following tables provide Fund 84 allotments for BOC 25.2, Other Services, by State.

State Name	Outreach Allotment
Illinois	\$2,000
Indiana	\$3,000
Iowa	\$3,000
Michigan	\$2,000
Minnesota	\$5,000
Missouri	\$3,000
Ohio	\$3,000
Wisconsin	\$5,000
Total Midwest	\$26,000

State Name	Outreach Allotment
Connecticut	\$2,000
Delaware	\$2,000
Maine	\$3,000
Maryland	\$2,000
Massachusetts	\$2,000
New Hampshire	\$2,000
New Jersey	\$2,000
New York	\$2,000
Pennsylvania	\$2,000
Rhode Island	\$2,000
Vermont	\$2,000
West Virginia	\$3,000
Total Northeast	\$26,000

State	Outreach Allotment
Alaska	\$2,000
Idaho	\$2,000
Montana	\$2,000
Nebraska	\$2,000
North Dakota	\$5,000
Oregon	\$2,000
South Dakota	\$5,000
Washington	\$2,000
Wyoming	\$2,000
Total Northwest	\$24,000

State Name	Outreach Allotment
Alabama	\$5,000
Arkansas	\$5,000
Florida <i>(including Virgin Islands)</i>	\$2,000
Georgia	\$5,000
Kentucky	\$5,000
Louisiana	\$5,000
Mississippi	\$5,000
North Carolina	\$5,000
Puerto Rico	\$2,000
South Carolina	\$5,000
Tennessee	\$5,000
Virginia	\$5,000
Total Southeast	\$54,000

State Name	Outreach Allotment
Arizona	\$5,000
California	\$5,000
Colorado	\$5,000
Hawaii <i>(including Guam)</i>	\$2,500
Kansas	\$2,500
Nevada	\$5,000
New Mexico	\$5,000
Oklahoma	\$3,000
Texas	\$5,000
Utah	\$5,000
Total Southwest	\$43,000

Total: \$173,000