UNITED STATES DEPARTMENT OF AGRICULTURE
Farm Service Agency
Washington, DC 20250

For: State and County Offices

GovDelivery Newsletter Administration, Marketing, and E-Mail Subscription Acquisition Process

Approved by: Acting Administrator

1 Overview

A Background

Obsolete Notice INFO-48:

- affirmed the high priority of communicating information to producers in a timely and efficient manner

- estimated the extremely high costs to reach the 1.4 million producers who participate in FSA programs through a printed and bulk-mailed newsletter

- introduced the concept of an electronic news distribution system through GovDelivery, in 2 phases

- instructed State Offices to encourage producers to volunteer e-mail addresses and cell numbers, and establish GovDelivery training in a timely manner.

Obsolete Notice INFO-51 provided:

- instructions and guidance for developing GovDelivery capabilities for State and County Offices

- encouragement to solicit producer e-mail addresses

- actions to be taken.

Obsolete Notice INFO-55 provided:

- summary of roles and responsibilities for GovDelivery administrative and content provider team members at the National, State, and County Office levels

- an overview of document types for distribution through GovDelivery

- instructions for transferring e-mail addresses from SCIMS to GovDelivery.

Disposal Date	Distribution
April 1, 2015	State Offices; State Offices relay to County Offices

1   Overview (Continued)

B   Purpose

This notice provides the following:

- summary of roles and responsibilities for GovDelivery administrative and content provider team members at the National, State, and County Office levels

- review of document types to be distributed by State and County Offices through GovDelivery

- revised directives for State and County Office distribution of newsletters and bulletins; such as, frequency, content, etc.

- approval for establishing backup topic administrators for all counties in all States

- exhibits for revised templates and forms

- examples of the updated marketing materials that will assist State and County Offices in marketing GovDelivery to all potential subscribers

- proper use of the revised AD-2047 for gathering producer e-mail addresses for the purpose of GovDelivery, similar producer, and/or farm-specific correspondence issued electronically.

C   Contacts

If a **County Office topic level GovDelivery administrator** has questions about this notice, they must contact their State Office group level GovDelivery administrator.

If a **State Office group level GovDelivery administrator** has questions about this notice, they must contact 1 of the following:

- Brenda Carlson, OEA, lead Public Affairs Specialist, by either of the following:

  - e-mail to **brenda.carlson@tx.usda.gov**
  - telephone at 979-680-5213

- Cassie Bable, OEA, Public Affairs Specialist, by either of the following:

  - e-mail to **cassie.bable@tx.usda.gov**
  - telephone at 806-659-3036, Ext. 115

- Web Services Office (WSO) by e-mail to **askfsa@usda.gov**.

Issues that remain unresolved at the regional level will be elevated to the National Office, OEA, and WSO.

1   Overview (Continued)

D   WebTA Coding for GovDelivery Activities

WebTA coding for GovDelivery activities are as follows:

- Program – Common
- Activity – External Affairs (EXTAFF).

2   Roles and Responsibilities for Administrators/Content Providers

A   Definitions

The following subparagraphs define the formal "roles and responsibilities" associated with employees who are designated GovDelivery account holders. The titles of "Topic Administrator", "Group Administrator", and "Account Administrator" were established by the GovDelivery vendor and denote levels of permissions within the GovDelivery system granted to account holders. Likewise, the term "Content Provider" may be used as a general reference to any individual who has a GovDelivery account and is responsible for providing newsletter, bulletin, or related content. All account holders are familiar with the "titles" associated with their account permissions.

B   Topic Administrator (County Level)

At the County Office topic level, administrators (also referred to as county content providers) will have access to the OEA SharePoint site's GovDelivery tools and training where program updates, tutorials, and monthly e-mail address databases are posted. Each county will have a primary topic administrator and a designated backup topic administrator. Topic administrators are required to perform several communication functions related to GovDelivery, including:

- creating bulletins and welcome e-mails from templates and materials provided

- distributing bulletins and welcome e-mails to GovDelivery subscribers who have signed up for their county information

- maintaining their subscriber list in GovDelivery by loading new subscribers monthly from the OEA SharePoint site's "GovDelivery" section

   Note: See paragraph 5 on the method to load subscribers.

- effectively marketing free GovDelivery subscriptions to agricultural producers to increase the distribution base.

   Note: Marketing the use of GovDelivery to FSA stakeholders is a responsibility of all FSA employees and is **not** the sole responsibility of the County Office topic level GovDelivery administrator.

2   Roles and Responsibilities for Administrators/Content Providers (Continued)

   C   Group Administrator (State Level)

   At the State Office level, group administrators will:

   • have access to the OEA SharePoint site's GovDelivery tools and training
   • provide management and oversight of and for the County Office level topic providers.

   Group administrators have access to all County Office topic level GovDelivery administrative pages for their respective State. Group administrators will also create and distribute Statewide publications and bulletins. Each State will have a primary group administrator and a designated backup group administrator. Typical duties include:

   • creating a Statewide, monthly newsletter from templates and materials provided

   • monitoring and evaluating output to ensure proper GovDelivery usage, with special emphasis on adherence to standard templates to ensure uniformity and compliance with USDA and FSA visual standards

   • monthly monitoring and evaluating the import of e-mail addresses from SCIMS to the topic level subscriber lists to ensure prompt additions of newly loaded e-mail addresses from the SCIMS lists available on the OEA SharePoint site

   • ensuring that all new subscribers receive the welcome e-mail promptly

   • ensuring that topic administrators receive proper training to perform their local publication functions properly

   • working with State web directors and State communications coordinators, when the communications coordinator and web directors are **not** also the GovDelivery group administrator, to post news releases of Statewide significance to the State web page under the "State News Releases" section of the web site.

   Note: This will ensure that news releases are issued to subscribers who have elected to receive news releases through GovDelivery as news releases posted to the State web site are automatically distributed to GovDelivery subscribers based on their self-elected subscription preferences.

2   Roles and Responsibilities for Administrators/Content Providers (Continued)

D   Account Administrators (National Level OEA and WSO Staff)

At the National Office level, account administrators have access to all group and topic level administrative pages in GovDelivery. Account administrators work with regional, group, and topic level administrators, the GovDelivery system vendor, WSO, and OCIO to accomplish the following:

- evaluate progress and effectiveness of results in GovDelivery electronic communication

- ensure that GovDelivery and IT resources work efficiently

- implement improvements, as needed

- troubleshoot problems and coordinate resolutions with the GovDelivery vendor and/or WSO

- manage account holder and subscriber related issues

- generate user reports and related data

- manage the OEA GovDelivery SharePoint site for GovDelivery account holders

- oversee group administrators to ensure proper usage of information technology (IT) resources, including downloading SCIMS e-mail addresses from OEA SharePoint, sending welcome e-mails promptly, and properly adhering to newsletter and bulletin templates and other frequency and naming standards

- ensure that State Office group administrators and topic administrators receive proper training to perform their local publication functions properly and conduct or coordinate regional training periodically, as necessary.

3   Basic GovDelivery Welcome E-Mail, Newsletter, and Bulletin Communication Materials

A   "Welcome to GovDelivery" E-Mail

All GovDelivery correspondence must have the county name listed in the "Subject" line along with the purpose of the document; such as, "Welcome to Jones County GovDelivery", "Illinois FSA May Newsletter", and "Madison County COC Election Notice". Detailed instructions can be found in the GovDelivery Training Guide located on the OEA SharePoint site under "GovDelivery".

When producers or other interested parties sign up to receive State or County Office information through GovDelivery by completing AD-2047, those e-mail addresses are loaded into the SCIMS database. The OEA SharePoint SCIMS e-mail download will capture newly loaded and recently revised e-mail addresses on a monthly basis, on or around the 15th of each month. The County Office topic level administrator will then follow proper procedure for importing e-mail addresses into GovDelivery.

The welcome bulletin will be sent immediately (to new subscribers) following the SCIMS e-mail download and GovDelivery import each month. The welcome bulletin will confirm the free subscription to GovDelivery and provide a link for subscribers to manage their subscription to add or delete subscriptions by State, county, or specific topic. There is no limit on the number of topic selections the subscriber can make.

Producers and others will also subscribe to GovDelivery on their own through FSA web sites and from marketing materials. Self-subscribers may or may not have SCIMS records, but they will receive the welcome bulletin.

Welcome bulletins must be sent by the County Office topic level administrator as soon as possible after a new import of subscribers is performed.

Note: Proper recipient filter settings should be used to ensure that only new subscribers receive the welcome bulletins each month. Instructions are:

- located in the GovDelivery Guide provided to GovDelivery topic administrators during national OEA training

- available on the OEA GovDelivery SharePoint site.

3   Basic GovDelivery Welcome E-Mail, Newsletter, and Bulletin Communication Materials (Continued)

A   "Welcome to GovDelivery" E-Mail (Continued)

The following template must be used by County Office topic level administrators for their "Welcome to GovDelivery" e-mail. It is available in the GovDelivery Create Advanced Template.

Month 2013

USDA **WELCOME TO GOVDELIVERY**

This block is locked.

[[VIEW_THIS]]

Welcome to GovDelivery –
FSA's Electronic News and Newsletter Service

Farmers and Ranchers in NAME County now have a more efficient timely option for receiving important Farm Service Agency (FSA) program eligibility requirements, deadlines and related information.

We are now offering free online communications through our GovDelivery electronic news service. News will now be sent via e-mail right to your home or farm office or to your Smartphone – affording you immediate notification of farm program news pertinent to your agricultural operation.

By managing your GovDelivery online account, you can establish your subscriber preferences by choosing to receive federal farm program information by topic, by state and/or by county. You can select as many subscriber options as you want...

Manage subscriber preferences at the following link:

SUBSCRIBER SERVICES:
Manage Preferences

GovDelivery is your one-stop shop for the most up-to-date USDA program information.

GovDelivery will enable us to keep you better informed AND allow us to conserve resources and reduce taxpayer expenses associated with the preparation, printing and distribution of hardcopy newsletters.

Thank you for subscribing to FSA's GovDelivery electronic news service.

Questions?
Please contact CED Name, County Executive Director, at (XXX) XXX-XXXX, first.last@xx.usda.gov or for Farm Loans, please contact FLM Name, Farm Loan Manager, at (XXX) XXX-XXXX, first.last@xx.usda.gov.

USDA is an equal opportunity provider and employer. To file a complaint of discrimination, write: USDA, Office of the Assistant Secretary for Civil Rights, Office of Adjudication, 1400 Independence Ave., SW, Washington, DC 20250-9410 or call (866) 632-9992 (Toll-free Customer Service), (800) 877-8339 (Local or Federal relay), (866) 377-8642 (Relay voice users).

3   Basic GovDelivery Welcome E-Mail, Newsletter, and Bulletin Communication Materials (Continued)

B   GovDelivery E-Mail Newsletter

Historically, County Office staff created and mailed a newsletter monthly, quarterly, or less frequently, to agricultural producers as maintained in a County Office mailing list. The new GovDelivery newsletter compliments the expensive and time-consuming publication with a more efficient and dramatically less costly electronic option.

The FSA GovDelivery newsletter provides essential program dates, deadlines, and details to agricultural producers instantaneously on a monthly basis. The newsletter should be used to provide USDA and FSA information. Brief statements about sister agency and partnering outreach organization programs or events in which FSA plays a prominent role (sponsoring, hosting, presenting, etc.) may occasionally be included in monthly GovDelivery newsletters. Information promoting commercial entities and their products, services, or events must **not** be included in any GovDelivery correspondence. If group administrators are uncertain about including information about an entity outside of FSA or USDA, they must seek guidance and/or approval from an OEA account manager **before** publishing.

GovDelivery newsletters should be e-mailed once a month by the State Office group administrator to all subscribers. GovDelivery newsletters must be comprised of no more than 4 to 10 articles. These articles will be general in scope and will **not** include county-specific details, such as crop certification deadlines.

Note: In an effort to reduce the number of e-mails received by our subscribers who operate in multiple counties and/or States, County Office topic level administrators will no longer send monthly newsletters. All monthly newsletters will be handled out of the State Office by the State Office group administrator. Topic administrators will, from this point forward, use GovDelivery bulletins only. See subsequent notices in subparagraph 1 A.

* The GovDelivery "Newsletter" template must be used as formatted, including fonts and typeface.

* Group administrators will, for the most part, use suggested monthly newsletter articles provided to the States by OEA in the monthly newsletter compilation.

* State Office-issued monthly newsletters must include at least two FLP articles.

3   Basic GovDelivery Welcome E-Mail, Newsletter, and Bulletin Communication Materials (Continued)

B   GovDelivery E-Mail Newsletter (Continued)

- Under the "State FSA Updates" topic, providers must insert a table of contents. The "Table of Contents" function in GovDelivery creates hyperlinks to each article listed in the body of the newsletter allowing subscribers to "jump" to each article of interest without having to scroll through the entire document. The table of contents is required in all monthly newsletters. The tutorial for creating a table of contents can be found on the GovDelivery SharePoint site.

- To obtain proper spacing and minimize white space, users must create single space text blocks by using the "Shift+Enter" keystroke according to training and related tutorial. The "Return/Enter" key in GovDelivery default is a double space.

- Except in extenuating circumstances, and with OEA approval, PDF and JPG files must **not** be attached to and/or issued through GovDelivery.

- According to Notice AO-1579, a link to a posted PDF file identifying all COC meeting dates and times or projected dates and times will be included in the left sidebar of all State Office-issued newsletters. OEA will work with group administrators and WSO to establish these reference documents and related web links.

- To ensure a quality product, group administrators must preview a draft or send a test of all newsletters and/or bulletins **before** issuing to subscribers.

- All newsletters and/or bulletins issued by group administrators must include the State Office name in the "Subject" line and include a subject title that will "hook" the subscriber encouraging the subscriber to open and read the bulletin contents.

- PDF versions of all State Office-issued newsletters will be posted and archived on the State web site in the "Newsletters" section accessible to web users in the left-hand navigation menu.

3   Basic GovDelivery Welcome E-Mail, Newsletter, and Bulletin Communication Materials (Continued)

B   GovDelivery E-Mail Newsletter (Continued)

The following is the **required** GovDelivery "Newsletter" template that must be used by State Office group administrators. It is available in GovDelivery.

3   Basic GovDelivery Welcome E-Mail, Newsletter, and Bulletin Communication Materials (Continued)

C   GovDelivery E-Mailed Bulletins

County Office topic level GovDelivery administrators must take advantage of the GovDelivery electronic communication system to create and send periodic short informational items electronically from their desktop in a short, bulletin format.

The FSA GovDelivery bulletins provide needed information in an immediate manner to alert producers to emergency or critical program information of great importance to their operations. As a rule of thumb, if a County Office would have sent a postcard or direct mailing to a producer before GovDelivery availability, then issuing a GovDelivery bulletin is appropriate. Because topic level GovDelivery administrators will no longer issue newsletters, bulletins will become increasingly important as they will be issued for all subject matter that is county specific, such as COC nominations/elections, acreage reporting deadlines, and disaster designations.

GovDelivery bulletins serve as "Hot Topic/News Flash" items that require the subscriber's immediate attention or announce a time-sensitive, actionable subject. County Office bulletins must **not** duplicate general FSA information already issued in the monthly State Office newsletter.

- To remain relevant to our subscribers, County Office topic administrators shall issue a bulletin at least once each month, but **not** more than twice a month, and each bulletin will contain no more than 3 articles per bulletin.

- When producing County Office bulletins, at least 1 bulletin shall include an FLP article or reminder to emphasize FSA's credit offerings that encourages contact with the FLP representative.

- If a bulletin is issued with 3 articles, topic administrators shall include a hyperlinked table of contents below the bulletin headline. A quick reference tutorial for establishing a hyperlinked table of contents is available on the OEA GovDelivery SharePoint site.

- State Office bulletins can be sent on a less frequent, as-needed or as-directed (by OEA) basis.

- Group administrators will, for the most part, use suggested monthly newsletter/bulletin articles provided to the States by OEA in the monthly newsletter compilation as the basis for County Office GovDelivery bulletin notifications.

- Bulletins should only be sent about FSA program information or events in which FSA will play a prominent role. Do **not** send stand-alone bulletins about sister agency program information or events, unless FSA plays a prominent role.

3   Basic GovDelivery Welcome E-Mail, Newsletter, and Bulletin Communication Materials (Continued)

   C   GovDelivery E-Mailed Bulletins (Continued)

   - GovDelivery bulletins must **not** be issued to promote commercial entity products, or their services or events.

       Note: If topic administrators are uncertain about including information about an entity outside of FSA or USDA, they must seek guidance and/or approval from the State Office group administrator or an OEA account manager **before** publishing.

   - The revised GovDelivery "Bulletin" template must be used as formatted, including fonts and typeface, when communicating no more than 3 important subjects (articles). All sidebar information "fields" must be completed as indicated.

   - Use single spaces to obtain proper spacing and minimize white space by using the "Shift+Enter" keystroke according to training and related tutorial. The "Return/Enter" key in GovDelivery default is a double space.

   - Contact information for CED's and FLM's, or appropriate FLP employees who provide loan services to producers in the respective county, must **both** be listed on **all** GovDelivery correspondence regardless of correspondence subject matter, without exception.

   - Except in extenuating circumstances, and with OEA approval, PDF and JPG files must **not** be attached to and/or issued through GovDelivery.

   - According to Notice AO-1579, all bulletins issued at the county level will include the upcoming COC meeting date and times or projected dates and times.

   - To ensure a quality product, topic administrators must preview a draft or send a test of all bulletins **before** issuing to subscribers.

   - All bulletins issued by topic administrators must include the County Office name in the "Subject" line and include a subject title that will "hook" the subscriber encouraging the subscriber to open and read the bulletin contents.

3   Basic GovDelivery Welcome E-Mail, Newsletter, and Bulletin Communication Materials (Continued)

C   GovDelivery E-Mailed Bulletins (Continued)

The following is the **required** GovDelivery "Bulletin" template that must be used by GovDelivery administrators for State or County Office bulletins. It is available in GovDelivery.

3   Basic GovDelivery Welcome E-Mail, Newsletter, and Bulletin Communication Materials (Continued)

D   Suggested Communications Actions to Supplement GovDelivery Electronic News Distribution

FSA recognizes that not all of our customers will be able to benefit from electronic communications. This is particularly true for our SDA or underserved customers who lack access to the technology required to use GovDelivery, such as smartphones, tablets, computers, Internet connection, etc.

To ensure that these producers continue to receive current FSA program information, State and County Offices must implement the following or similar actions to supplement GovDelivery electronic communications efforts:

- print and provide copies of all GovDelivery monthly newsletters and bulletins at the FSA counter and at the counters of sister agencies co-located in USDA Service Centers; that is, NRCS, RD, etc.

   Note: A quick-reference tutorial for printing hardcopy GovDelivery newsletters and bulletins can be found on the OEA SharePoint site.

- print and distribute copies of all GovDelivery monthly newsletters and bulletins to locations around the county where producers gather, such as implement dealers, feed stores, cafes, courthouses, public libraries, civic centers, etc.

   Note: Black and white copies are acceptable.

- ensure that e-mail addresses for primary points-of-contact for community-based organizations, faith-based organizations, and nongovernmental organizations with whom County Offices partner locally are loaded into the GovDelivery system

   Note: Coordinate with these individuals to ensure that the members and stakeholders of their organizations routinely receive the information through their respective digital and nondigital communications channels.

- consult with COC advisors about their suggestion for effectively reaching leaders of SDA and underserved communities/groups and related organizations that do **not** receive information electronically from FSA.

4   GovDelivery Marketing Materials

A   Overview

Marketing materials have been developed to assist with distributing information about GovDelivery for the purpose of adding agricultural producers as subscribers to the GovDelivery news and bulletin systems. It is recommended that all State and County Offices make these materials available in public areas to be picked up by producers. In addition, materials should be distributed widely throughout the agricultural community through news media, public bulletin boards, and FSA stakeholder organizations. Additional materials including flyers, a draft news release, and a draft public service announcement that can be provided to media to promote GovDelivery are available through the State's GovDelivery group administrator.

B   Single and Multiple GovDelivery Business Cards (Pocket-Reference Cards)

General information about GovDelivery has been formatted to fit on business cards. These cards can be made available in public areas at State and County Offices and are especially handy for distribution at presentations, group gatherings, or agricultural fairs. It is recommended that each office have a minimum of 5 business cards on hand at the front desk for distribution at all times. The following are examples of the single card and a sheet of multiple business cards that may be obtained from the group administrator.

4   GovDelivery Marketing Materials (Continued)

B   Single and Multiple GovDelivery Business Cards (Pocket-Reference Cards) (Continued)

4   GovDelivery Marketing Materials (Continued)

C   Legal-Sized Flyer

A legal-sized flyer was designed for display in high-traffic areas in the USDA Service
Center or elsewhere in the community where it can be easily seen by agricultural producers.

4   GovDelivery Marketing Materials (Continued)

D   Letter-Sized Flyer

A letter-sized flyer has been developed to use as a handout for producers seeking more information than is available on the business cards. The flyer can be used in the Service Center and in the community where organizational partners are willing to help with distribution. The following is an example of the letter-sized flyer that can be provided as a handout.

E   News Release

OEA will provide, as needed, news release, GovDelivery newsletter and bulletin, and Public Service Announcement text and audio to assist State and County Offices with informing news media, agricultural media, agricultural organization newsletters, and other interested partners who may inform their members through print, e-mail, or web site distribution.

4   GovDelivery Marketing Materials (Continued)

F   Postcards

A sheet with 4 postcards, front and back, has been developed for mailing to producers to introduce them to GovDelivery. Postcards should be used sparingly and **only** when printing and postage funds are sufficient.

The following is an example of the postcard that can be printed and sent to producers, as needed.
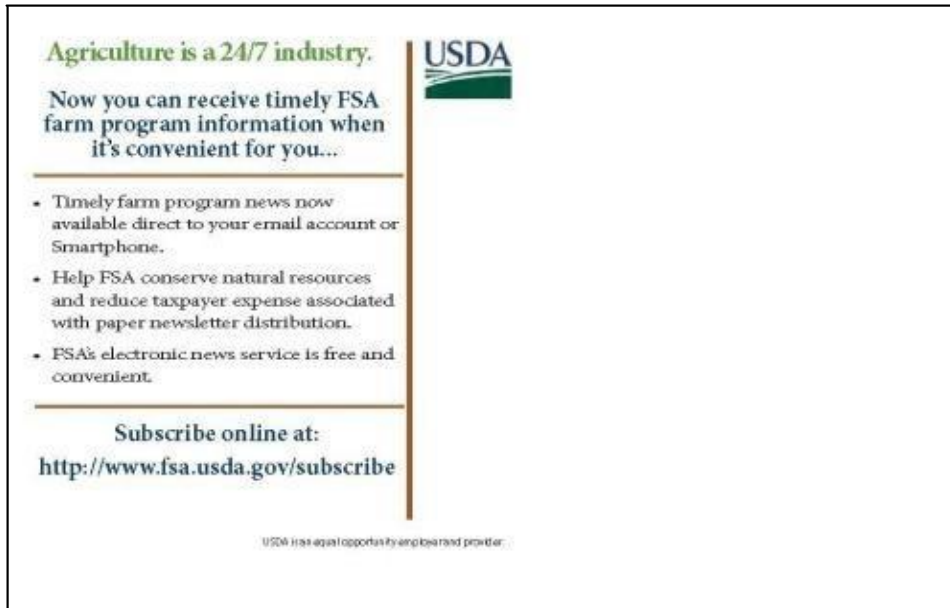
4   GovDelivery Marketing Materials (Continued)

G   Countertop Tent Cards

A countertop tent card has been developed for display on counters and desks in public areas in the USDA Service Center. One side of the tent addresses producers and encourages them to speak with an FSA employee about signing up for GovDelivery. The other side of the tent provides information for the FSA employee assisting the producer and provides steps to take to help a producer sign up for GovDelivery. The following is an example of the countertop tent card.

PRINT ON LEGAL SIZE PAPER

FOLD HERE TO CREATE STAND

Updates" tag.

4) Also suggest: *You can start a GovDelivery electronic subscription right now by visiting the FSA website at www.fsa.usda.gov and clicking on the "Sign up for*

3) NOTE: Do not keep a "sign-up sheet" or other "unofficial" list of e-mail addresses because e-mail addresses are Personally Identifiable Information (PII) and are confidential. Use OMB form AD-2047 to collect this producer information.

2) Why? *We are planning to send newsletters and other updated bulletins via e-mail and text messages to save time and money.*

1) When you have the producer's SCIMS file or other computer record open, ask: *Can I enter your e-mail address in the system for future electronic news and updates?*

Collect/Enter Producer e-mail addresses in SCIMS

Procedure for Local Office Staff:

USDA

GovDelivery
Electronic News Service

Attention Producers:

Sign up to receive free electronic FSA program news and updates via email by visiting:

https://www.fsa.usda/gov/subscribe

- OR -

We can get you started today.

USDA is an equal opportunity provider and employer.

FOLD HERE TO CREATE STAND

PRINT ON LEGAL SIZE PAPER

5   Processing E-Mail Addresses From SCIMS

A   Adding E-Mail Addresses to SCIMS

For the purpose of GovDelivery communications, County Offices will collect e-mail addresses from producers using AD-2047 (Exhibit 1).

To alleviate some confusion between electronic communications through GovDelivery and electronic communications through similar processes, such as MIDAS, County Offices must note the following:

- GovDelivery communication is generic in nature and distributed to groups in batches

- MIDAS communication is specific to an operation or individual and is delivered to individuals in single mailings

  Note: MIDAS communications are separate and distinct from GovDelivery.

- when the current AD-2047 is completed, the County Office must load the e-mail addresses into SCIMS for the sole purpose of GovDelivery **only**

- the electronic mail flag indicator does **not** impact GovDelivery in any way

  Note: Do **not** check the electronic mail flag indicator for GovDelivery purposes.

- AD-2047 **must** be completed for each producer who elects to participate in GovDelivery.

Except in extenuating circumstances and with approval from OEA, FSA employees must **not** delete any subscribers from the GovDelivery system for any reason.

The following AD-2047 items **must** be completed.

Item	Description	
1A	Producer's name.	
3	Producer's e-mail address.	
4	Check (✓) "**Yes**" or "**No**".	
	IF producers check (✓)…	**THEN the producer will receive…**
	"**Yes**"	**both** hard copy delivered by USPS and e-mailed GovDelivery version.
	"**No**"	e-mailed GovDelivery version **only**. **Note:** Producers who check "**No**" will continue to receive letters about their individual operations and COC voting ballots by USPS.

5   Processing E-Mail Addresses From SCIMS (Continued)

A   Adding E-Mail Addresses to SCIMS (Continued)

Item	Description
7	Check (✓) "**Other (Specify)**" and write the statement, "**Customer elects to receive bulk mail correspondence electronically by GovDelivery**."
8A	Enter producer's name.
8B	Producer's signature. **Note:** For GovDelivery purposes, FSA will adhere to 1-CM, paragraph 198 that states that a signature is **not** required if an AD-2047 change is received by phone.
8C	Date producer signed AD-2047 or approval by phone received is **required**.
13A-13E	**Not required** to be completed by DD for GovDelivery.

Other AD-2047 items may also be completed if there are additional changes to the producer's personal information that needs to be recorded.

County Offices that receive a completed AD-2047 will update the SCIMS record to reflect the changes made on AD-2047.

County Offices that already have established e-mail distribution lists **must** collect, from **each** producer, a completed AD-2047 **before** the e-mail address can be entered into SCIMS. County Offices will input all collected e-mail addresses into SCIMS, but will **not** add them individually into GovDelivery.

E-mail addresses are protected information under FOIA and the Privacy Act, and as such, FSA and GovDelivery will **not** share e-mail addresses with any outside source and will strictly follow FOIA and Privacy Act protocols.

- Effective immediately, County Offices must no longer maintain e-mail addresses or communicate with producers using Microsoft Outlook e-mail distribution lists as FSA has no way to ensure the protection of producer e-mail addresses or related information.

- GovDelivery contracts solely with Government entities and has established every possible safeguard to ensure that subscriber e-mails are protected to the extent possible.

- Until further notice, FSA must **not** share the monthly SCIMS email databases with any entity outside of FSA, including other USDA agencies, as no MOU's currently exist that allow FSA to share these databases. Requests for databases (monthly queries) must be processed following FOIA and Privacy Act protocols.

5 Processing E-Mail Addresses From SCIMS (Continued)

B Importing SCIMS E-Mail Addresses Into GovDelivery

Each month, the National Office will upload to the OEA GovDelivery SharePoint site, an Excel database by State and county of e-mail addresses added to SCIMS. This database will be uploaded on or around the 15th of each month.

Only GovDelivery group and primary topic administrators of record will be authorized access to the OEA GovDelivery SharePoint site.

For each monthly SCIMS e-mail database upload to the OEA SharePoint site, topic administrators will download the database, filter the spreadsheet by State and county code, and import the e-mail addresses into GovDelivery. Detailed instructions on how to complete this function can be found in the OEA GovDelivery SharePoint site in the GovDelivery User Guide.

The welcome e-mail will be sent immediately following the SCIMS e-mail download to all e-mail addresses since the last welcome e-mail was sent. See detailed instructions in the GovDelivery User Guide located on the OEA SharePoint site under "GovDelivery".

Example of AD-2047

This form is available electronically.	Form Approved – OMB No. 0560-0265

AD-2047
(10-24-13)

U.S. DEPARTMENT OF AGRICULTURE
Farm Service Agency
Rural Development
Natural Resources Conservation Service

CUSTOMER DATA WORKSHEET REQUEST FOR SCIMS RECORD CHANGE
(FOR INTERNAL USE ONLY)

(See Page 2 for Privacy Act and Paperwork Reduction Act Statements)

PART A – CUSTOMER INFORMATION

1A. Customer's Full Legal Name or Business Name	1B. Customer or Business *Address (Including Zip Code)*

1C. Home Telephone Number *(Area Code)*	1D. Business Telephone Number *(Area Code)*	1E. Other Telephone Number *(Area Code)*

2. SSN or Tax ID Number *(9 Digits)*	3. E-Mail Address

4A. Does the customer want to receive mail by USPS?	4B. Does the customer want to receive e-mails via GovDelivery?	4C. Does the customer want to receive Sensitive Producer or Farm Specific related emails?
☐ YES ☐ NO	☐ YES ☐ NO	☐ YES ☐ NO

5. Producer is Customer of One or More of the Following Agencies. *(Check Appropriate Agency(ies) below:)*

☐ FSA   ☐ RD   ☐ NRCS   ☐ Not Participating

6. Is the Customer a Multi-County Producer?   ☐ YES *(If "YES," list States and/or Counties below:)*   ☐ NO

7. Reason for Request *(Check appropriate box(es) below:)*

☐ New Producer   ☐ Address Change   ☐ Telephone Change   ☐ Sale/Purchase   ☐ Life Event

☐ Other *(Specify)*:

8. Enter the name of the customer requesting the record change(s). If documentation is received by Fax or from a trusted source (i.e., USPS), attach documentation to this form. Only Part A, Item 1A and Part B shall be completed. If the request was received by telephone, complete applicable blocks necessary to document the change(s) and enter the requestor's name in Item 8A. Requestor's signature is not required. *(The only time the customer is required to sign Item 8B is when they are physically at a Service Center and providing FSA with applicable information.)*

8A. Name of Customer Requesting Change	8B. Signature	8C. Date of Record Change *(MM-DD-YYYY)*

PART B – SERVICE CENTER ACTION

9A. Agency Who Received Request: *(Check one below)*	9B. Initials of Employee Receiving Request *(If Different than Item 12A)*	9C. Date Service Center Employee Received the Request *(MM-DD-YYYY)*
☐ FSA ☐ NRCS ☐ RD		

10. How the Request for Change was Received:

☐ Office Visit ☐ Telephone ☐ FAX ☐ USPS ☐ Other *(Specify)*:

11. Remarks if Applicable:

12A. Signature of Employee Updating SCIMS if not initialed in Item 9B.	12B. Date Service Center Employee Updating SCIMS *(MM-DD-YYYY)*

FOR DISTRICT DIRECTOR/AREA CONSERVATIONIST USE ONLY. *(OPTIONAL)*

13A. I concur/do not concur the above items have been properly updated.   ☐ Concur   ☐ Do Not Concur

13B. Name of District Director/Area Conservationist for Spot Check	13C. Signature of District Director/Area Conservationist for Spot Check

13D. Title	13E. Date *(MM-DD-YYYY)*