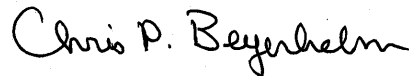**For:** State and County Offices

**GovDelivery E-Mail/SMS Texting Administration,
Marketing, and E-Mail Subscription Acquisition Process**

Approved by: Acting Administrator

Chris P. Beyerhelm

1 Overview

A Background

Obsolete Notice INFO-67 provided a summary of roles and responsibilities for GovDelivery administrator and content provider team members for OEA, State, and County Office levels. Policy for State and County Office distribution of GovDelivery e-mail and bulletins such as frequency, content, etc., has been revised. Approval for establishing backup county level topic administrators for all counties in all States was also provided.

GovDelivery now has a new SMS alert feature, which allows State and County Offices to communicate with producers through text messages.

Note: This notice does not impact a state's or county's normal or planned development and delivery of a hard copy newsletter when budgets and need warrants sending hard copies.

B Purpose

This notice provides:

- a summary of roles and responsibilities for GovDelivery administrative and content providers

- information about the GovDelivery welcome e-mail, bulletin, and SMS texting communication materials

- guidance on:

  - the redesign of marketing materials
  - processing and adding e-mail addresses in Business Partner

- an example of AD-2047.

Disposal Date	Distribution
March 1, 2017	State Offices; State Offices relay to County Offices

1   Overview (Continued)

C   Contacts

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

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

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

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

- Cassie Bable, OEA, Assistant Regional 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.

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 and/or Content Providers

A   Defining Roles

The following subparagraphs define the formal roles and responsibilities associated with employees who are designated GovDelivery account holders. The titles of topic administrator (commonly known as content providers), group administrator, and account administrator were established by the GovDelivery vendor and denote levels of permissions within the GovDelivery system granted to account holders. All account holders are familiar with the titles associated with their account permissions.

B   County Level Topic Administrator

At the county level, topic administrators will have access to the OEA SharePoint web 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 the following:

- creating bulletins, welcome e-mails, and SMS alerts from templates and materials provided

- distributing bulletins, welcome e-mails, and SMS alerts to GovDelivery subscribers who sign up for their county information

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

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

- effectively marketing free GovDelivery e-mail and SMS subscriptions to agricultural producers to increase the distribution base.

  Note: Marketing using GovDelivery to FSA stakeholders is a responsibility of all FSA employees and is not the sole responsibility of the topic administrator.

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

C   State Level Group Administrator

At the State level, group administrators will:

- have access to the OEA SharePoint web site's GovDelivery tools and training
- provide management and oversight of and for the county level topic providers.

Group administrators have access to all county 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 the following:

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

- creating and distributing Statewide SMS alerts as necessary

- 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

- monitoring and tracking county-level bulletins and SMS alerts to confirm compliance with frequency of bulletin issuance and content quality

- providing written monthly status updates (by county) to DD's no later than the 15th of each month

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

- hosting frequent conference calls with all GovDelivery topic administrators in the State to address issues, concerns and provide guidance and oversight

- ensuring bulletins, newsletters and SMS alerts issued through GovDelivery meet accessibility, civil rights, and EEO standards (for example, reasonable accommodations statement, nondiscrimination statement, etc.)

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

C **State Level Group Administrator (Continued)**

- working with State Web directors and State communications coordinators, when the communications coordinator and Web directors are not also the group administrator, to:

  - post news releases of Statewide significance to the State Web page under the web site "State News Releases" section

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

  - post PDF versions of the monthly State Office GovDelivery newsletter in the "State Newsletter" section of the State web page

  - issue PDF copies of the monthly State Office GovDelivery newsletter to all County Offices to be made available for customers at Service Center counters.

D DD

DD's will:

- oversee GovDelivery compliance of the primary and back-up topic administrators in the district

- ensure that County Offices are performing monthly Business Partner downloads, sending monthly welcome messages and bulletins as well as SMS alerts on an as needed basis

- ensure that County Offices within the district are placing PDF copies of sent County Office bulletins and State Office newsletters on the FSA counter as well as sister agency counters (if applicable and allowed) and are archiving in the appropriate County Office file for future reference

- follow up on the monthly compliance report issued by State group administrators.

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

E National Level OEA and WSO Staff Account Administrators

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

- evaluating progress and effectiveness of results in GovDelivery electronic communication

- ensuring that GovDelivery and IT resources work efficiently

- implementing improvements, as needed

- troubleshooting problems and coordinating resolutions with the GovDelivery vendor and/or WSO

- managing account holder and subscriber related issues

- generating user reports and related data

- managing the OEA GovDelivery SharePoint web site for GovDelivery account holders

- overseeing group administrators to ensure proper usage of information technology (IT) resources, including downloading 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

- ensuring that group administrators and topic administrators receive proper training and related tools to perform their local publication functions correctly 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 or State listed in the Subject line along with the purpose of the document; such as, "Welcome to Jones County GovDelivery", "Illinois FSA May Newsletter", or "Madison County COC Election Notice". Detailed instructions can be found in the GovDelivery Training Guide located on the OEA SharePoint web site under "GovDelivery".

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

   The welcome e-mail will be sent immediately (to new subscribers) following the e-mail download and GovDelivery import each month. The welcome e-mail 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 websites and from marketing materials. Self-subscribers may or may not have Business Partner records, but they will receive the welcome e-mail.

   Welcome e-mail must be sent by the topic 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 e-mails each month. Instructions are:

   - located in the GovDelivery Guide provided to 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)

B   GovDelivery E-Mail Newsletter (State Office)

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 GovDelivery newsletter compliments this process with a more efficient and less costly electronic option. While the GovDelivery newsletter will not be hard copy, printed copies should be made available in prominent locations such as the counter in County Offices.

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 administrator before publishing.

GovDelivery newsletters should be e-mailed once a month by the 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, topic administrators will no longer send monthly GovDelivery newsletters. All monthly newsletters will be handled out of the State Office by the group administrator. Topic administrators will, from this point forward, use GovDelivery bulletins only. See previous notice in subparagraph 1 A.

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

Group and topic administrators will, for the most part, use suggested monthly newsletter articles provided to the States by OEA in the monthly newsletter compilation. The newsletter compilation will be posted on the OEA GovDelivery SharePoint web site each month. These articles will be used to compose the State Office monthly newsletter as well as County Office GovDelivery bulletins.

- A lead message from the SED is acceptable and also recommended as the first article in monthly State newsletters. Group administrators must work with the SED and communications coordinator to compose these messages.

- 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 (State Office) (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 access 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 web 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 (or other image) files must not be attached to and/or issued through GovDelivery.

- According to Notice AO-1641, 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.

- 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 must 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)

C   GovDelivery E-Mailed Bulletins (County Office)

Topic 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 administrators will no longer issue newsletters, bulletins will become increasingly important, because they will be issued for all subject matter that is county-specific, such as COC nominations and 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.

- To remain relevant to FSA subscribers, 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 level 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 issuing a bulletin with 3 articles, topic administrators shall include a hyperlinked table of contents beneath the bulletin headline. A quick reference tutorial for establishing a hyperlinked table of contents is available on the OEA GovDelivery SharePoint web site.

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

- Topic administrators will, for the most part, use suggested monthly newsletter and/or bulletin articles provided by OEA in the monthly newsletter compilation as the basis for county level bulletin notifications.

- A lead, "Message from the CED and/or FLM", is acceptable and also recommended as the first article in monthly county level bulletins. These messages should reflect important local FSA program delivery information. CED's and/or FLM's must refrain from editorializing or speculating in these messages.

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

    C   GovDelivery E-Mailed Bulletins (County Office) (Continued)

- Bulletins issued from State and County Offices must either:

  - pertain to program information or events in which FSA will play a prominent role or in which FSA is directly involved, that is program information or events in which FSA will host, sponsor, serve on a panel, present, exhibit, etc.

  - provide information or announce events from the following entities only:

    - other USDA Agencies

    - Cooperative Extension

    - Soil and Water Conservation Districts

    - organizations in receipt of USDA funding for Outreach, for example FSA Cooperative Agreements and Office of Advocacy and Outreach Outreach Assistance grants.

  Note: Information and announcements for non-FSA agencies, organizations, and partners must not be issued in standalone GovDelivery bulletins; must not supersede critical FSA program related information, and must be applicable to FSA's mission.

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

  Note: If the topic administrator is uncertain about including information about an entity outside of FSA or USDA, they must seek guidance and/or approval from the State group administrator or an OEA account administrator 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.

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

C   GovDelivery E-Mailed Bulletins (County Office) (Continued)

- 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 (or other image) files must not be attached to and/or issued through GovDelivery.

- According to Notice AO-1641, 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 and State abbreviation in the "Subject" line and include a subject title that will "hook" the subscriber, encouraging the subscriber to open and read the bulletin contents–meaning the subject line is descriptive and informative.

D   GovDelivery SMS Alerts

In addition to sending e-mail bulletins, the GovDelivery system allows State and County Offices to send SMS alerts (text message) to producers.

State and County Office topic administrators will use GovDelivery to send SMS alerts to customers that supplement other communication activities. The SMS alerts will contain flash updates on critical information that customers need to know and act on in a short time frame.

Note: SMS alerts should not replace other forms of communication. State and County Offices are still expected to send e-mail bulletins through GovDelivery as outlined in this notice.

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

D   GovDelivery SMS Alerts (Continued)

Sending SMS alerts will primarily be a County Office function. However, on occasion SMS alerts may be sent at the State or National level as deemed appropriate by OEA. For example, the State or National Office may send an SMS alert on a statewide or nationwide program deadline to eliminate the possibility of subscribers receiving multiple SMS alerts.

FSA purchased the short code FSANOW (372669) for use across all States and counties. All SMS alert subscribers will receive their updates from this short code.

Subscribers opt themselves into SMS alerts only. Subscribers opt in by texting a State or county keyword to FSANOW.

- Each State keyword is the full State name. For States with 2 words in the State name, the keyword does not have spaces.

- Each county keyword consists of the 2-letter State abbreviation plus the full county name. For example, Wake County, North Carolina uses NCWake as its keyword. Counties with more than 1 word should use the full county name without spaces or punctuation.

- Keywords are not case sensitive.

- If a subscriber opts in by texting a county keyword, he or she is opted in to both the appropriate county SMS alerts as well as the corresponding State SMS alerts.

- A full list of State and county keywords is found on the OEA SharePoint web site.

State and County Administrators must not upload subscribers from Business Partner or other FSA systems

SMS alerts are to be used only for critical and time-sensitive updates to producers. Appropriate content includes information on acreage reporting, enrollment deadlines, and critical program requirements. SMS alerts should generally be used to inform producers of an action they need to take. SMS alerts should not be used merely to provide information. Those updates are appropriate for e-mail bulletins only. No more than two SMS alerts should be sent per month. Examples of appropriate SMS alerts are as follows.

- Sample County FSA updates. If you have not enrolled in ARC/PLC for 2016, call 605-997-2949 for an appointment.

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

D   GovDelivery SMS Alerts (Continued)

- Sample County FSA updates. Remember to report livestock losses because of adverse weather within 30 calendar days of when the loss is apparent.

- Report your PP and failed acres within 15 days of final plant date. See FSA Bulletin for additional details.

SMS alerts should not be used to send updates that are not time sensitive or do not require a specific action. Those types of updates are most appropriate for e-mail newsletters. Examples of inappropriate SMS alerts that should not be sent are as follows.

- The April 2016 Bulletin from the Sample County FSA Service Center is now available. Please check your e-mail inbox for the latest news and updates.

- John Smith retired and we welcome Mary Smith. Please read your e-mail bulletin for information.

- Sample County FSA reminds CRP participants to monitor CRP acreage for weed, insects, and other pests. Penalties may apply if CRP acres are not properly maintained.

Welcome messages are automatically sent to all new subscribers, so county administrators do not need to send Welcome SMS alerts.

Note: An SMS alert user guide, training PowerPoint and demo video can be found on the OEA GovDelivery SharePoint web site.

Unlike e-mail, FSA has a limited number of GovDelivery SMS Text Alerts that can be sent each year. Therefore, SMS text alerts will be sent by GovDelivery for FSA program related announcements only. Use of GovDelivery SMS text alerts to announce or promote initiatives for entities, agencies, organizations, etc. outside of FSA is not authorized.

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

E   Communication Actions to Supplement GovDelivery Electronic News Distribution

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

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

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

* maintain a County Office file of hardcopy newsletters

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

* print and distribute, as deemed appropriate by County Office managers, 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 GovDelivery

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

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

4   GovDelivery Marketing Materials

   A   Overview

   OEA is in the process of redesigning the GovDelivery marketing materials. A full marketing
   tool kit will be available to GovDelivery content providers on the OEA GovDelivery
   SharePoint web site. The marketing tools will educate and inform customers about e-mail
   and SMS text message subscription options.

   It is recommended that all State and County Offices make these materials available in public
   areas to be picked up by FSA customers. In addition, materials should be distributed widely
   throughout the agricultural community through news media, public bulletin boards, and FSA
   stakeholder organizations.

5   Processing E-Mail Addresses

   A   Adding E-Mail Addresses to Business Partner

   For 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

   - FSA program-related communication specific to an operation or individual is delivered to
     individuals in single mailings

     Note: These operations or individual communications are separate and distinct from
             GovDelivery.

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

   - the "E-Mail" communication method does not impact GovDelivery in any way

     Note: Do not select "E-Mail" communication method for GovDelivery purposes.

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

     Note: E-mail addresses collected on farm loan or farm program forms for purposes other
             than GovDelivery are not considered approved for GovDelivery communications
             purposes. AD-2047 is the OMB-approved form that provides FSA with the
             authority to use a producer's e-mail address for communicating electronically
             through GovDelivery.

5   Processing E-Mail Addresses (Continued)

A   Adding E-Mail Addresses to Business Partner (Continued)

Except in extenuating circumstances and with approval from OEA, FSA employees must not delete any subscribers from GovDelivery 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.
7	Check (✓) "**Other (Specify)**" and write the statement, "**Producer 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 need to be recorded.

County Offices that receive a completed AD-2047 will update the Business Partner 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 Business Partner. County Offices will input all collected e-mail addresses into Business Partner, but will not add them individually into GovDelivery.

5   Processing E-Mail Addresses (Continued)

A   Adding E-Mail Addresses to Business Partner (Continued)

County Offices must only select "E-Mail" as the communication method in Business Partner, if the producers selects, "Yes" in AD-2047, item 4C.

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, as follows.

- Effective immediately, County Offices must no longer maintain e-mail addresses or communicate with producers using Microsoft Outlook e-mail distribution lists, because 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 e-mail databases with any entity outside of FSA, including other USDA Agencies, because 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.

B   Importing E-Mail Addresses Into GovDelivery

Each month, the National Office will upload to the OEA GovDelivery SharePoint web site, an Excel database, by State and county, of e-mail addresses added to Business Partner. This database will be uploaded on or shortly after the first Monday of every month.

All GovDelivery group administrators and primary and back-up topic administrators of record will be authorized access to the OEA GovDelivery SharePoint web site.

For each monthly e-mail database upload to the OEA SharePoint web 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 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 web site under "GovDelivery".

Example of AD-2047

This form is available electronically.

Form Approved – OMB No. 0560-0265

AD-2047
(12-10-14)

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

CUSTOMER DATA WORKSHEET REQUEST FOR BUSINESS PARTNER 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? ☐ YES ☐ NO	4B. Does the customer want to receive e-mails via GovDelivery? ☐ YES ☐ NO	4C. Does the customer want to receive sensitive (but non-PII) Producer or Farm Specific related emails? ☐ 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)* ☐ FSA ☐ NRCS ☐ RD	9B. Initials of Employee Receiving Request *(If Different than Item 12A)*	9C. Date Service Center Employee Received the Request *(MM-DD-YYYY)*

10. How the Request for Change was Received:

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

11. Remarks if Applicable:

12A. Signature of Employee Updating Business Partner if not initialed in Item 9B.	12B. Date Service Center Employee Updating Business Partner *(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)*