

For: SED's, State Office Outreach Coordinators, Communications and Public Affairs Specialist, and State and County Offices

National Outreach Goals for FY 2011

Approved by: Deputy Administrator, Field Operations



1 National Outreach Goals

A Background

FSA requires State and County Offices develop annual outreach strategic plans that contain goals that align and enhance USDA and FSA civil rights and program delivery initiatives. Historically, outreach strategic plans were developed and documented at the State level with the narrative entered into the Outreach Tracking and Information System (OTIS) at the beginning of each FY. Based on feedback received from State Offices and others, the National Office will enter a common set of outreach goals into OTIS for FY 2011.

B Purpose

This notice provides the National outreach goals for FY 2011.

Disposal Date	Distribution
March 1, 2011	SED's, State Office Outreach Coordinators, Communications and Public Affairs Specialist, and State Offices; State Offices relay to County Offices

Notice AO-1479

1 National Outreach Goals (Continued)

C List of National Outreach Goals

To ensure that all State and County Office strategic plans and outreach activities align with National outreach objectives about service to SDA populations and new farm programs, the following goals will be listed in the Outreach Tracking and Information System (OTIS) for FY 2011. One goal must be chosen when entering an outreach activity in OTIS. The goals are available to both State and County Offices.

- Increase participation in key FSA programs by enhancing youth partnerships with community based organizations and increasing their knowledge of the role FSA plays within the American farm community.
- Increase participation in key programs by offering new educational opportunities and information about FSA programs to SDA farmers and ranchers, including minority, women, and disabled farmers and ranchers.
- Increase the viability and profitability of new, small, and specialty farm operations by providing information about FSA programs available.
- Increase access to FSA programs by participating in new or innovative means for reaching tribal populations.
- Expand the participation on COC's by farmers and ranchers and ensure the fair representation of agricultural producers in each COC jurisdiction, including fair representation of SDA farmers and ranchers.
- Enhance the public's knowledge of FSA programs and FSA's importance to the American farm community.

D Outreach Activities

State and County Offices will select 1 goal for each outreach activity plan entered in OTIS. Multiple goals may **not** be selected. All outreach activities entered into OTIS should be planned with sufficient focus to specifically adhere to the outcomes described in a selected goal.

State Offices:

- will design outreach performance objectives to support the National Office goals

Note: Entering objectives are optional in OTIS for FY 2011.

- may add 2 State additional outreach goals to OTIS, as long as the goals address State specific outreach needs that are different or unique to the respective State.