

For: State Offices and Service Centers

Capturing COC Election Outreach Activities in the Outreach Tracking and Information System (OTIS)

Approved by: Deputy Administrator, Field Operations



1 Overview

A Background

Outreach efforts are taken at the National, State, and local levels to ensure the fair representation of agricultural producers, including SDA farmers and ranchers on each COC.

Service Centers must plan activities designed to increase producer participation, in general and specifically, SDA producer and beginning farmer and rancher participation. These activities, when entered into OTIS and in combination with the strategic outreach plan and goals, become each Service Center’s COC election outreach plan.

B Purpose

OTIS 3.0 has been designed to allow election activities to be captured more effectively, with screens and fields customized specifically for election activities. This notice provides guidance on entering COC election outreach activities into OTIS 3.0.

2 Entering COC Election Activities Into OTIS 3.0

A Strategic Outreach Plans and Goals

Each State must enter and certify a State strategic outreach plan before any activities may be entered into OTIS. To enter a new strategic outreach plan, CLICK **“Write and Certify Your Strategic Outreach Plan”**. The plan will be displayed with editable fields for each of the values listed. The national goals from Notice AO-1479 will be listed in the Goals section of the plan. State users have the ability to enter 1 or more objectives under each of the goals. Objectives may be used to more clearly define the purpose of the goals. The national goal about COC election outreach reads as follows:

“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.”

Disposal Date	Distribution
October 1, 2011	State Offices; State Offices relay to Service Centers

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2 Entering COC Election Activities Into OTIS 3.0 (Continued)

A Strategic Outreach Plans and Goals (Continued)

If applicable, enter 1 or more objectives for the State.

When entering a COC election outreach activity, State and County Offices must select this goal, unless a more appropriate State goal has been entered for COC election outreach. Activities must be planned to fulfill the goal and objectives, if used.

B Entering Activities

The types of activities available in OTIS fall into the following 2 categories:

- Media, consisting of:
 - Broadcast Media
 - Direct/Electronic Mail
 - Newsletters
 - Print Media

- Non-Media:
 - Conference
 - Fair
 - Farm Show
 - Field Day
 - Group Meeting
 - Technical Assistance
 - Workshop.

Data entry screens for non-media activities contain the same fields; however, the screens for media type activities have been customized in OTIS 3.0 to allow the user to enter data pertinent for each media activity type.

COC election outreach may be promoted with all of the types of activities available in OTIS. It may be promoted with activities designed exclusively for COC elections, or as part of a larger activity planned to raise awareness of other FSA programs. The following tables describe the entry screens for non-media activities, and each of the media activities.

Note: All activities (media and non-media) are listed together alphabetically in the activity drop-down menu.

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2 Entering COC Election Activities Into OTIS 3.0 (Continued)

B Entering Activities (Continued)

**Non-Media Activities
Conference, Fair, Farm Show, Field Day, Group Meeting, Technical Assistance,
or Workshop**

General Description, Cost, and FSA Roles and Programs	
Activity Type	Select type of non-media activity from the drop-down menu; conference, fair, farm show, field day, group meeting, technical assistance or workshop.
Name	Enter complete name of the activity. Example: Announce nomination period for COC elections.
Level	State Outreach Coordinator (SOC): Service Center or State. County Office Outreach Coordinator (COOC): Service Center.
Audience	Select "General" or "Targeted".
State	Pre-filled.
Service Center	SOC: Select from the drop-down menu. COOC: Pre-filled.
Bona Fide Need?	Select "Yes" or "No".
Funding Fiscal Year	Select current year or the upcoming year from the drop-down menu.
Activity Date	Enter planned activity date, or select the date from the calendar.
Goal	CLICK " Select a Goal ", and select the appropriate goal for the activity.
Cost	At least 1 of the cost boxes must have an entry. If there is no cost for the activity, Enter "0" (zero) in 1 box. Enter the estimated costs for the activity in the boxes provided. The total estimated costs will be automatically displayed.
FSA Roles and Programs	Select applicable FSA roles and FSA programs for the activity.

Complete the demographic profile based on the estimated demographic makeup of the participants, and following guidance in Notice AO-1483. Add partner organizations, contacts, and comments, if applicable, and save.

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2 Entering COC Election Activities Into OTIS 3.0 (Continued)

B Entering Activities (Continued)

Media Activities

Broadcast Media

General Description, Cost, and FSA Programs	
Name	Enter complete name of the activity. Example: Announce nomination period for COC elections.
Number of Stations	Enter the number of broadcast stations airing this announcement.
Level	SOC: Service Center or State. COOC: Service Center.
Audience	Select "General" or "Targeted".
State	Pre-filled.
Service Center	SOC: Select from the drop-down menu. COOC: Pre-filled.
Bona Fide Need?	Select "Yes" or "No".
Funding Fiscal Year	Select current year or the upcoming year from the drop-down menu.
Activity Date	Enter planned activity date, or select the date from the calendar.
Goal	CLICK " Select a Goal ", and select the appropriate goal for the activity.
Cost	The only cost allowed for the broadcast media activity type is translations. Activities requesting funding for translations must be for a targeted audience to be approved. If no funds will be spent on translations, Enter "0" (zero).
FSA Programs	Select FSA programs about which the broadcast is providing information.

Complete the demographic profile based on the estimated demographic makeup of the listening area, and following guidance in Notice AO-1483. Add comments, and save.

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2 Entering COC Election Activities Into OTIS 3.0 (Continued)

B Entering Activities (Continued)

Direct/Electronic Mail

General Description, Cost, and FSA Programs	
Name	Enter complete name of the activity. Example: Mail election brochure, fact sheet, poster, and letter to interested parties.
Number of Mailings	Enter number of recipients to which this mailing is being sent.
Direct Mail Recipients	Select all of the types of direct mail recipients to which this mailing is being sent.
Level	SOC: Service Center or State. COOC: Service Center.
Audience	Select "General" or "Targeted".
State	Pre-filled.
Service Center	SOC: Select from the drop-down menu. COOC: Pre-filled.
Bona Fide Need?	Select "Yes" or "No".
Funding Fiscal Year	Select the current year or the upcoming year from the drop-down menu.
Activity Date	Enter planned activity date, or select the date from the calendar.
Goal	CLICK " Select a Goal ", and select the appropriate goal for the activity.
Cost	The only cost allowed for the direct/electronic mail activity type is translations. Activities requesting funding for translations must be for a targeted audience to be approved. If no funds will be spent on translations, Enter "0" (zero).
FSA Programs	Select FSA programs for which the mailing is providing information.

Complete the demographic profile based on the estimated demographic makeup of the recipients of the materials, and following guidance in Notice AO-1483. Add comments, and save.

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2 Entering COC Election Activities Into OTIS 3.0 (Continued)

B Entering Activities (Continued)

Newsletters

General Description, Cost, and FSA Programs	
Name	Enter complete name of the activity. Example: June newsletter to announce nomination period.
Level	SOC: Service Center or State. COOC: Service Center.
Audience	Select “General” or “Targeted”.
State	Pre-filled.
Service Center	SOC: Select from the drop-down menu. COOC: Pre-filled.
Bona Fide Need?	Select “Yes” or “No”.
Funding Fiscal Year	Select current year or the upcoming year from the drop-down menu.
Activity Date	Enter planned activity date, or select the date from the calendar.
Goal	CLICK “Select a Goal”, and select the appropriate goal for the activity.
Cost	The only cost allowed for the newsletter activity type is translations. Activities requesting funding for translations must be for a targeted audience to be approved. If no funds will be spent on translations, Enter “0” (zero).
FSA Programs	Select FSA programs for which this newsletter is providing information.

Complete the demographic profile based on the estimated demographic makeup of the customers of the Service Center, and following guidance in Notice AO-1483. Add comments, and save.

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2 Entering COC Election Activities Into OTIS 3.0 (Continued)

B Entering Activities (Continued)

Print Media

General Description, Cost, and FSA Programs	
Name	Enter complete name of the activity. Example: Newspaper article announcing beginning of 2011 nomination period.
Number of Publications	Enter number of publications expected to carry the article.
Level	SOC: Service Center or State. COOC: Service Center.
Audience	Select “General” or “Targeted”.
State	Pre-filled.
Service Center	SOC: Select from the drop-down menu. COOC: Pre-filled.
Bona Fide Need?	Select “Yes” or “No”.
Funding Fiscal Year	Select current year or the upcoming year from the drop-down menu.
Activity Date	Enter planned activity date, or select the date from the calendar.
Goal	CLICK “ Select a Goal ”, and select the appropriate goal for the activity.
Cost	The only cost allowed for the print media activity type is translations. Activities requesting funding for translations must be for a targeted audience to be approved. If no funds will be spent on translations, Enter “0” (zero).
FSA Programs	Select FSA programs for which this article is providing information.

Complete the demographic profile based on the estimated demographic makeup of the readership of the area, and following guidance in Notice AO-1483. Add comments, and save.

C Entering Results

Results for each activity entered into OTIS must be entered after the activity has:

- been approved by SOC
- occurred.

To enter activity results, go into the activity plan and CLICK “**Add Activity Results**” link near the top of the page. The fields in the General Data block are pre-filled with the data entered when the activity plan was entered. Verify that the data is correct, or make changes as needed. The “Cost” and “Demographic Data” fields are blank and will have to be reentered to ensure that actual results are entered instead of the estimates being carried forward.

Note: If the event was cancelled, enter a check (✓) in the box provided for this purpose.

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2 Entering COC Election Activities Into OTIS 3.0 (Continued)

D Reports

When released, OTIS 3.0 will not contain a COC Election Outreach Report. However, the report will be available, along with other useful reports, in an upcoming release.

E Contacts

If there are questions about this notice, contact the following.

IF located in a...	THEN contact...
Service Center	State Office.
State Office	either of the following: <ul style="list-style-type: none">• Deborah Johnson, DAFO, at 202-720-0067• Kenneth Nagel, DAFO, at 202-720-7890.