

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

**Update to National Outreach Goals for FY 2011**

**Approved by:** Deputy Administrator, Field Operations



**1 National Outreach Goals**

**A Background**

FSA requires that State and County Offices prepare outreach strategic plans that contain goals which align and enhance USDA and FSA civil rights and program delivery initiatives. Outreach strategic plans are developed and documented at the State level with plan narratives entered into the Outreach Tracking and Information System (OTIS) at the beginning of each FY. The National Office is renewing the last published list of National goals and adding an additional goal to the list. State and County Offices shall use all the goals on the renewed list when entering outreach activities into OTIS for the remainder of FY 2011.

**B Purpose**

This notice provides a renewed list, with an additional goal added, of National outreach goals for FY 2011.

<b>Disposal Date</b>	<b>Distribution</b>
October 1, 2011	SED's, State Office Outreach Coordinators, Communications and Public Affairs Specialist, and State Offices; State Offices relay to County Offices

## Notice AO-1499

### 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 OTIS for FY 2011. One goal must be chosen when entering an outreach activity in OTIS. The goals are to be used by both State and County Offices.

- Increase participation in key FSA programs by enhancing youth outreach 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.
- SED's will develop personal relationships with community based organizations.

#### D Additional Goal

To record outreach activities conducted by SED's as directed by DAFO, the following additional goal requires SED's to develop personal relationships with community based organizations has been added to the existing list and to OTIS.

- SED's will develop personal relationships with community based organizations.

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### 1 National Outreach Goals (Continued)

#### E Outreach Activities

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