

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

Updated Guidance for Outreach to *Garcia* and *Love* Claimants

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 National goals and adding additional goals to the list which will be used by State and County Offices when entering outreach activities into OTIS for the remainder of FY 2011.

B Purpose

This notice provides an update to the list of National outreach goals provided in Notice AO-1499. An additional goal has been provided for State Offices, County Offices, and Service Centers, when referring potential claimants seeking to file a class action claim under the *Garcia* or *Love* lawsuit settlements. This activity will be reported weekly to the Office of Outreach and Advocacy, USDA.

Disposal Date	Distribution
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-1500

1 National Outreach Goals (Continued)

C 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.
- State Directors will develop personal relationships with community based organizations.
- Conduct targeted outreach activities designed for and directed to Hispanic farmers and Women farmer that may be potential claimants for the *Garcia* settlement, or the *Love* Settlement, as required by USDA.

Notice AO-1500

1 National Outreach Goals (Continued)

D Additional Goal

For State and County Offices to record the plan and results of outreach activities designed to reach potentially eligible claimants for the *Garcia* (Hispanic) and *Love* (Women) Settlements, the following additional goal has been added to the existing FSA outreach goals list in written guidance and in OTIS.

- Conduct targeted outreach activities designed for and directed to Hispanic farmers and ranchers, and Women farmers and ranchers that may be potential claimants for the *Garcia* Settlement, or the *Love* Settlement, as required by UDSA.

It is advised that any specific activity designed to reach potential *Keepseagle* and *Pigford* claimants also be recorded in OTIS.

E Outreach Activities

State and County Offices will select 1 goal for each outreach activity (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.**