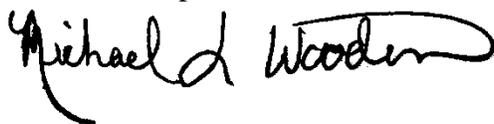


For: SED's, State Office Outreach Coordinators, Communications Coordinators, Public Affairs Specialists, State and County Offices

National Outreach Goals for FY 2012

Approved by: Deputy Administrator, Field Operations



1 Overview

A Background

FSA is required to develop an annual outreach strategic plan which contains goals to align and enhance USDA's Cultural Transformation Diversity Inclusion Accessibility objectives, and all FSA program delivery initiatives. Historically, at the beginning of each FY, outreach strategic plans were developed and documented at the State level with the narrative entered into the Outreach Tracking and Information System (OTIS). Accordingly, the National Office will enter all strategic outreach goals for each State and county to adopt in FY 2012.

B Purpose

This notice provides the National outreach goals for FY 2012.

C National Outreach Goals

The State and County Office Outreach strategic plans and activities must align with the National outreach objectives concerning SDA populations and farm programs. Only 1 goal can be chosen when entering an outreach activity in OTIS. A goal is to be selected by both the State and County Offices and must align with the strategic plan. The strategic plan should specify planned outreach activities targeting a specific group or population of the public. The following goals will be listed in OTIS version 3.0 for FY 2012.

- Increase outreach of FSA programs by enhancing youth partnerships through community based organizations
- Increase outreach of Farm Subsidy Programs to SDA farmers and ranchers, including minority, women, and disabled farmers and ranchers, by offering new educational opportunities and information about FSA programs.
- Increase outreach of Farm Loan Programs to SDA farmers and ranchers, including minority, women, and disabled farmers and ranchers by offering new educational opportunities and information about FSA programs.

Disposal Date	Distribution
October 1, 2012	State and County Offices; State Offices relay to County Offices

1 Overview (Continued)

C National Outreach Goals (Continued)

- Promote outreach to beginning, small, and specialty farmers in efforts to increase viability and profitability, by providing information about FSA programs available.
- Provide educational and accessibility information about FSA programs by creating innovative means for reaching tribal populations.
- Expand outreach on eligibility and functions of FSA's COC System to farmers and ranchers to reflect the demographical profile of the farming community within which they operate, that includes representation of SDA farmers and ranchers.
- Educate the public about FSA programs and FSA's role in the American farm community.
- Promote diversity and inclusion through aggressive Agency recruitment and career promotion opportunities to diverse communities, groups, and minority-serving institutions.

2 Action

A Objectives and Activities

State Offices will select from a list of objectives formed by the National Office to include in their State's outreach plan. Activities will be planned and entered into OTIS to complement the objectives selected to achieve the national goals.

State Outreach Coordinators will:

- select from a choice of goal-aligning objectives to enter in the State outreach plan in the OTIS system
- enter planned activities in OTIS that align with selected goals and objectives.

B Selecting Goals in OTIS

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

C Performance Objective

SED's will develop outreach performance objectives for employees to support the National Office goals.