

For: FSA Employees

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 that 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 national outreach goals, which have been revised to align with the FSA National Strategic Plan for FY 2012 through 2016
- obsoletes Notice AO-1519.

C Contact

If there are questions about this notice:

- County Offices shall contact State Offices
- State Offices shall contact J. Latrice Hill by either of the following:
 - e-mail at latrice.hill@wdc.usda.gov
 - telephone at 202-690-1700.

Disposal Date	Distribution
October 1, 2012	All FSA employees; State Offices relay to County Offices

2 National Outreach Goals for FY 2012

A National Outreach Goals

The FY 2012 Outreach Strategic Plan specifies clear objectives and planned activities targeting specific groups and/or populations of the public. The following goals have been extracted from the FY 2012 Outreach Strategic Plan and will be entered into OTIS version 3.0 for FY 2012.

Goal 1: Develop new and/or innovative outreach partnerships that facilitate new or expanded participation in FSA programs among SDA group producers.

Objective 1: Identify partnering opportunities with local and State governments that have common purpose or serve target populations.

Activity 1: Catalog all State diversity programs managed within State departments of agriculture, as well as Departments of Commerce, Health and Human Services, and other governmental organizations.

Activity 2: Beginning with States with the highest percentage of SDA group producers, FSA will contact State agriculture agencies to facilitate roundtable discussions about ways to better leverage resources for SDA group farmers and ranchers.

Objective 2: Develop collaborative outreach activities with nonprofit and education institutions to expand FSA program access to SDA group.

Activity 1: Use FSA's new outreach toolkit for State and County Offices for employees to use as a guide in conducting outreach.

Activity 2: Partner with commercial lenders to distribute FLP information to increase guaranteed loans to SDA group borrowers.

Activity 3: Work collaboratively with other USDA agencies to leverage resources and streamline access and service delivery to targeted populations.

Activity 4: Establish State and local outreach committees to evaluate the effectiveness of outreach efforts and to identify the most effective approaches for outreach within their geographic service areas.

Activity 5: Partner with local libraries and other local government organizations to collocate a computer terminal to enable expanded access for producers to research FSA programs and services beyond regular weekday business hours.

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2 National Outreach Goals for FY 2012 (Continued)

A National Outreach Goals (Continued)

Objective 3: Use social media and other web-based or electronic formats to inform producers about FSA programs and services.

Activity 1: Encourage producers and potential customers to sign up for GovDelivery and social media tools, such as Facebook and Twitter.

Activity 2: Use GovDelivery and the Minority Farm Register contacts to develop an electronic newsletter written to SDA groups about new FSA programs and services.

Activity 3: Provide and encourage SDA group producers to sign up for the Minority Farm Register.

Objective 4: Use USDA grant-funded, community-based organizations to direct targeted customers seeking technical assistance with farm planning and applications.

Activity 1: Train and provide literature to recipients of 2501 Programs, community-based organizations (CBO's), faith-based organizations, and extension service for distribution to potential FSA customers.

Note: 2501 Programs are programs under Section 2501 of the Food, Agriculture, Conservation, and Trade Act of 1990 for SDA producers.

Activity 2: Refer producers to CBO's capable of providing technical assistance to SDA group farmers and ranchers interested in applying for FSA programs.

Activity 3: Conduct training workshops to assist CBO's with providing technical assistance to potential FSA customers.

2 National Outreach Goals for FY 2012 (Continued)

A National Outreach Goals (Continued)

Goal 2: Improve FSA's visibility with specialty producers and beginning farmers.

Objective 1: Use partnerships and media to promote a positive image of FSA within the agriculture community.

Activity 1: Feature targeted producers' stories in State and county newsletters.

Activity 2: Provide feedback to the National Office about the barriers that exist for SDA groups in using FSA programs.

Activity 3: Seek opportunities with targeted media outlets (newspapers, radio, and television) to tell the FSA story.

Activity 4: Support and participate in National Office marketing strategies and campaigns to improve FSA's image.

Goal 3: Increase targeted outreach to tribal populations.

Objective 1: Creative innovative means for reaching tribal populations.

Activity 1: Provide educational and accessibility information about FSA's programs.

Activity 2: Feature targeted producers' stories in State and county newsletters.

Goal 4: 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, which includes representation of SDA farmers and ranchers.

Objective 1: Promote awareness of COC nomination and election processes to all groups.

Activity 1: Post and distribute COC information in County Offices.

Activity 2: Contact representatives of SDA groups to provide COC nomination and election information.

Activity 3: Enter all partner organizations contacted into OTIS.

2 National Outreach Goals for FY 2012 (Continued)

A National Outreach Goals (Continued)

Goal 5: Educate the public about FSA programs and its role in the American farming community.

Objective 1: Publicize FSA programs and contributions to local community.

Activity 1: Participate in general local and State events.

Activity 2: Participate in local agricultural advisory boards and councils.

Activity 3: Participate and collaborate with partners on field days and workshops.

Activity 4: Feature accomplishments and success stories in local media.

Goal 6: Provide outreach support for recruitment of a diverse FSA workforce.

Objective 1: Promote a highly diverse workforce through enhanced outreach efforts.

Activity 1: Distribute job recruitment materials at outreach events.

Activity 2: Target SDA groups when promoting FSA career opportunities.

Activity 3: Provide vacancy announcements to colleges, CBO's, and others to assist in attracting a diverse applicant pool.

Activity 4: Seek opportunities to participate in local events and career days to facilitate a diverse workforce.

Activity 5: Collect and highlight stories about the benefits a diverse workforce can bring to local FSA offices.

2 National Outreach Goals for FY 2012 (Continued)

A National Outreach Goals (Continued)

Goal 7: Promote FSA programs and agricultural awareness to youth through collaborative partnerships.

Objective 1: Promote awareness of FSA youth loan programs.

Activity 1: Speak to youth groups to encourage youth participation in 4-H, Future Farmers of America, and other similar agricultural organizations.

Activity 2: Distribute information on youth loan programs to organizations that work with rural youth.

Activity 3: Prominently display youth loan program sponsorship signs and loan brochures at various events, including livestock shows, expos, and State and county fairs.

Goal 8: Conduct targeted outreach about the Hispanic and Women's Claims Process (HWCP) and track activities in OTIS.

Objective 1: Disseminate HWCP information to potential claimants.

Activity 1: Provide information about HWCP to women groups and partners.

Activity 2: Provide information about HWCP to Hispanic groups and partners.

Activity 3: Provide information and press releases to local media about HWCP.

B Objectives and Activities

State and County Offices will adopt all provided goals, objectives, and activities, at minimum, for FY 2012. Additional State-based objectives and county activities are optional. Activities will be planned and entered into OTIS to complement the objectives provided to achieve the national goals.

C 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.