

For: State and County Offices**FY Turnover Outreach Guidance****Approved by:** Administrator**1 Overview****A Background**

SOP's developed every year by State Offices establish measurable strategies for outreach and education to support awareness of and participation in FSA programs. SOP's are necessary to provide clear direction to State and County Offices about essential outreach activities and policies, including activity that increases FSA's engagement with underserved producers (beginning, ethnic minority, youth, and women farmers and ranchers) and leads to their increased participation in FSA programs. Each State is required to develop an annual SOP in the Outreach Tracking and Information System (OTIS).

All State and County Offices are required to enter outreach activities that support FSA program goals and objectives into OTIS throughout the year.

B Purpose

This notice provides State and County Offices with information about:

- FY 2023 SOP closeout actions and deadlines
- FY 2024 FSA outreach goals, objectives, and strategies
- FY 2024 SOP actions and deadlines.

C Contact

If there are questions about this notice:

- State and County Offices will contact their State Outreach Coordinator (SOC)
- SOC's will contact their assigned National Outreach Specialist by email at fsaoutreach@usda.gov.

Disposal Date	Distribution
October 1, 2024 9-15-23	State Offices; State Offices relay to County Offices

2 State SOP's

A Schedule of Events and Deadlines

The following is the schedule of events and deadlines:

- September 7, 2023 – SOC call to review FY turnover guidance and actions
- September 29, 2023 – All OTIS activities must be entered by COB
- October 2, 2023 – SOC to meet with State Strategies Team no later than this date
- October 2, 2023 – SOC to close FY 2023 in OTIS, all staff remain out of OTIS until notified FY 2024 is open
- October 6, 2023 – After approval from SED, SOC to certify SOP in OTIS
- October 13, 2023 – SOC submits FY 2023 Outreach Accomplishments Report and Summary Narrative to National Office via email at fsaoutreach@usda.gov
- December 15, 2023 – load all planned activities into OTIS no later than COB this date.

SOC's will provide the following to SED for review:

- copy of SOP
- listing of the CED designated role or collateral duty COOC identified for each county
- list of State partner organizations
- complete State memo that shares SOP and outreach tips for success for your field staff after you receive SOP national approval in OTIS.

Note: Recommend statewide call to go over memo and SOP including SED participation.

B FY 2024 SOP's

SOC's will lead the State Outreach Strategies Team (as defined in 22-AO, subparagraph 22 B and Exhibit 2) in determining State measures for each FY 2024 national goal using the provided list and provide additional examples of State-specific activities that can be loaded into OTIS for Field Offices. SOC's will follow 22-AO, subparagraph 22 I to develop and certify their plans for national approval.

Exhibit 1 provides FY 2024 national OTIS goals, descriptions, and options to select for measurable objectives.

2 State SOP's (Continued)

C FY 2024 SOP Required Actions

SOC's will:

- use the [FY 2024 SOP template guide](#) on the SOC SharePoint site to refer to components of the plan to enter in OTIS (Statement of Purpose, Mission, Values, Stakeholders, Stakeholder Expectations, and Critical Issues)
- enter State developed measurable objectives and strategies into OTIS under each of the national goals

Note: National goals are already in the system and are the same for all States.

- Using OTIS reports, provide a copy of the SOP, a list of the collateral duty County Office Outreach Coordinators (COOC) for each county, and a list of State partner organizations to SED for review, comments, and approval
- certify the SOP in OTIS by **October 6, 2023**, and await system approval from the National Office
- issue a State memorandum to all employees with a copy of the SOP advising County Offices to begin entering planned activities for FY 2024 into OTIS after the Office of Outreach has approved the SOP
- review and discuss the SOP with COOC's
- review the SOP with STC.

SED's will:

- review the State's FY 2024 SOP, COOC list, and list of State partner organizations
- make any necessary change requests.
- include SOC in leadership team meetings
- follow roles and expectations in 22-AO, subparagraph 5.

2 State SOP's (Continued)

C FY 2024 SOP Required Actions

DD's will:

- ensure that COOC's have reviewed SOP with office staff
- review guidelines for State measurable objectives and follow up with offices to confirm activities planned for outreach support the objectives of the State and the identified national goals
- ensure counties are engaged in outreach activities and loading them into OTIS
- follow roles and expectations in 22-AO, subparagraph 5 C.

COOC's will:

- review the SOP with staff and COC's after receiving the State memorandum and SOP
- plan targeted outreach activities based on the county's farming demographic by race, ethnicity, and gender obtained from the county's NASS Ag Census Report in OTIS
- identify diverse ag associations and community-based organizations to collaborate activities
- load all eligible planned activities for FY 2024 into OTIS by December 15, 2023
- review the SOP with COC's
- follow roles and expectations in 22-AO, subparagraph 6 B.

3 OTIS

A Goal Selection for Activities

State and county outreach activities will be planned according to the established national goals and State measurable objectives of the FY 2024 SOP. When entering outreach activities, users will select the goal in OTIS that best aligns with the State's targeted objective.

B Optional State Goals

State Offices may add up to two additional goals to the SOP in OTIS under State goals. The goal must not be a duplication of any national goals.

3 OTIS (Continued)

C Eligible Activities

Eligible OTIS reporting activities that should be entered to support each State's outreach plan include, but are not limited to, the following types of virtual and in-person outreach activities:

- program webinars
- conferences
- fairs
- farm shows
- field days
- group meetings
- meetings with stakeholders or cooperators
- presentations
- technical assistance
- training
- workshops.

D Eligible Outreach Activity Roles

OTIS users should report an employee's role in an outreach event, whether in person or virtual. Eligible roles are:

- Exhibit – a display or exposition that showcases FSA programs and services available for potential and existing customers
- Partner – collaboration that provides training, education, outreach, or agriculture advocacy to all or a segment of the ag community
- Plan – development of the concept and benefits of an FSA outreach activity and the details of FSA participation
- Present – the delivery of a prepared talk or speech about FSA programs and opportunities to an audience
- Technical Assistance – a service conducted outside of the office that provides stakeholders or producers with custom training and focused assistance.

FY 2024 SOP

The following are the FY 2024 national OTIS goals, descriptions, and examples for measurable objectives and strategies.

- **Statement of Purpose:**

FSA Outreach activities are National, State and County Office information educational efforts for promoting FSA, and the benefits of participating in FSA programs, directed to non-participating but potentially eligible persons.

- **Mission Statement:**

Support FSA in providing comprehensive and coordinated outreach, technical assistance, education, and customer service to equitably support America's farmers, ranchers, forest landowners and tribal nations through effective program delivery and partnerships.

- **Vision Statement:**

To equitably support agricultural communities to access USDA programs and services and foster a safe, sustainable, and abundant food and fiber supply.

- **Core Values:**

- **Service** –Providing fair, equitable, and quality service to producers and stakeholders.
- **Perseverance** -Continued commitment to improve access and the delivery of programs and services despite challenges and obstacles.
- **Inclusive**–Respectfully include the individual voices, differences and diversity of employees, producers and stakeholders.
- **Results-Oriented**–Provide timely results and solutions.
- **Innovate** –Explore out of the box ideas and measures to reach targeted audiences.
- **Team Focused**-Work together to ensure informative resources are available to assist in the timely delivery of FSA programs that assist small farmers.

FY 2024 SOP (Continued)

National Goals

1. **Internal Outreach Training:** Provide outreach, technical assistance, and education of outreach strategies and equitable service through training and consistent communication with field staff. Although not outward-facing outreach, training and education of staff is a priority and will be tracked through this goal.
2. **Stakeholder and Partner Engagement:** Further develop and strengthen relationships with stakeholder organizations, putting emphasis on organizations that serve underserved farmers and ranchers and ensuring that underserved populations within a county or State are represented in stakeholder organizations and partnerships.
3. **Tribal Relations:** Strengthen relationships with tribes and tribal producers through consultation, coordination, and collaboration with tribes.

Note: If States do not have federally recognized tribes or tribal work within the State, this goal does not need to be used and it will not be reflected as negative in reports if there are no activities for this national goal. If this is the case, SOC's will notate under this national goal in the SOP for State measurable objectives that they do not have tribes. States are welcomed to establish a separate State-specific goal as pertinent to the needs of agriculture for the State as an alternative, ensuring that the State goal is not duplicative to other national goals.

4. **Regular and Urban County Committees:** Enhance COC's and Urban COC's by increasing the diversity of nominations through active outreach during the election cycle and education to producers and engaging minority serving organizations.
5. **FSA Programs & Farm Loan Programs:** Increase equitable access to FSA program and loan participation through outreach, technical assistance, and education to farmers and ranchers including underserved producers (minority, new and beginning, urban, organic, and veteran farmers and ranchers).