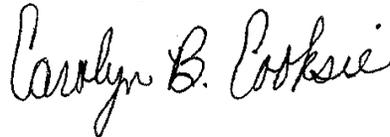


For: State and County Offices

Increasing FY 2010 Federal Administrative Allotments for State Offices

Approved by: Associate Administrator for Operations and Management



1 Overview

A Background

Notice BU-716 was issued on January 25, 2010, which included FY 2010 initial State allotments for outreach and public affairs funding. Not all States had requested full-year allotments before issuing Notice BU-716.

B Purpose

This notice:

- issues final allotments
- provides an explanation of the policy and analysis used in developing FY 2010 full-year allotments for outreach and public affairs.

2 FY 2010 Budget Execution

A New Initiative in Outreach

OEA established a workgroup comprised of representatives from the Office of the Administrator, DAFO, DAFLP, DAFP, and OEA to:

- improve service and streamline processes
- determine an equitable distribution method for outreach funding.

The workgroup:

- evaluated State allotments issued in Notice BU-716
- recommended a new process be implemented to determine a State's allotments.

Disposal Date	Distribution
October 1, 2010	State Offices; State Offices relay to County Offices

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2 FY 2010 Budget Execution (Continued)

A New Initiative in Outreach (Continued)

Initial allotments were developed by the Outreach Staff using a ranking system to determine:

- general activities from targeted activities
- total dollars requested by State.

A new funding formula has been developed that prorates general and targeted activities based on NASS 2007 State Profile demographic data. SED's now have more flexibility to address the important goals of education and access to FSA programs in their respective State.

Further guidance will be issued on the following:

- planned outreach goals and outcomes
- priorities
- method for monitoring and measuring performance
- reporting
- using funds
- data tracking through the Outreach Tracking and Information System (OTIS).

The funding formula used was as follows: Funding was allocated among the following 4 demographic categories of operators as reported by NASS:

- generally all operators, by State
- targeted minority operators, by State (African American, Hispanic Latino, American Indian/Alaskan Native, Asian, and Native Hawaiian Pacific Islanders)
- woman principal operators, by State
- disabled operators, by State.

B NASS Data

Operator numbers reported by NASS were selected as the standard comparison as communications and outreach activities are about reaching individuals rather than farms, units, or dollars paid out in programs benefits. In addition, it recognizes that not all individuals that need to be reached with outreach efforts are current participants of FSA programs.

Notice BU-718

2 FY 2010 Budget Execution (Continued)

B NASS Data (Continued)

NASS data contains a profile report for each State identifying the number of operators in that State that fall in 1 of the 4 categories in subparagraph A. Each category was funded with a portion of the total national outreach budget for FY 2010. For general outreach, a percentage of State operators to all operators nationally was determined. The results were sorted from lowest to highest, and funding increments were applied from \$2,000 to \$30,000. A minimum and maximum were set for all States in each category, and dollar amounts were rounded to whole thousands.

Targeted outreach funding was determined by totaling all minority operators by State, and calculating that number as a percentage of all operators nationwide. That percentage was then applied to the overall outreach budget for the following 3 target groups in FY 2010:

- minorities
- women
- disabled.

Note: The resulting totals were sorted from lowest to highest, and funding increments were applied, with the totals added together to arrive at an allotment for targeted outreach, by State.

It is intended that a designated amount of each State's overall allotment will be spent on targeted events based upon participants (Exhibit 1). Although SED's will have more flexibility with their State Outreach Plan and the events in which to participate, results shall still be reported in OTIS.

C Outreach Targeted Activities (Outreach Staff) – Project Code A026 Definition

Targeted outreach efforts are defined by FSA under the following criteria.

- A **significant** majority (over 50 percent) of the audience participating in the outreach activity reflects a demographic makeup that is minority, women, or disabled, as defined in the Federal Civil Rights or Americans With Disabilities (ADA) legislation.

Note: This should **not** be the only criteria used to determine whether an event is targeted. The content of the programs should be designed to reach the intended audience.

- Sponsored or partner organizations participating with FSA in a targeted outreach activity shall be advocacy organizations with the primary mission to increase participation by minorities, women, or disabled people in agriculture by expanding access to FSA programs.

Notice BU-718

2 FY 2010 Budget Execution (Continued)

D Outreach General Activities (Public Affairs Staff) – Project Code A028 Definition

General outreach efforts are defined at minimum on the following criteria.

- General public events and activities serve the public at large, without emphasis or focus on a special population or group. A broad mix of ethnicity and gender shall be considered under the general definition.
- Partner organizations may be local civic, advocacy, or community-based organizations with a mission that includes the advancement of agriculture in their area by expanding access to FSA programs.

E Obligating General and Targeted Outreach Funding

For FY 2010, planned outreach events and activities shall be reviewed individually and prioritized for funding. To obligate funding in FY 2010, the following steps must be completed.

Step	Action
1	The State Strategic Outreach Plan in OTIS is certified by the State and approved by the National Office.
2	General or targeted event information is entered into OTIS by either the State (the organizer) or County Office.
3	The State Office shall review and certify events.
4	The National Office Regional Outreach Coordinator (ROC) shall review and approve (FY 2010 only).
5	Plan and execute the event or activity.
6	Record results of the event in OTIS.
7	If payment is: <ul style="list-style-type: none">• a miscellaneous payment, then submit invoicing and payment requests to OBF in Kansas City for processing using appropriate project codes (A026 for targeted outreach and A028 for general outreach)• not a miscellaneous payment, then make payment through a purchase card.

Note: Events and activities must be entered and certified by State Offices individually in OTIS before obligating funds.

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2 FY 2010 Budget Execution (Continued)

F Obligating Funding

State Offices may obligate funding for targeted outreach up to the amount approved in the revised allotment. Targeted outreach funding dedicated to minority, women, and disabled outreach activities may **not** supplement general outreach activities unless approved by ROC. Funding that is **not** obligated for targeted outreach by **July 30, 2010**, will be reduced to the amount approved or obligated as of that date.

General outreach funding must be obligated for general activities or may supplement targeted activities at the State Office's discretion. For FY 2010, youth events, including Future Farmers of America and 4-H events and activities, should be entered in OTIS as **general public** activities under the "OEA Funding Office" pull-down menu in OTIS.

Note: Fairs and local agricultural activities will be sponsored using general outreach funding only.

For FY 2010, media, newsletters, broadcast, and other media-funding requests to the general public will be entered in OTIS under OEA as the funding office. Only targeted media shall be entered in OTIS under the Outreach Staff as the funding office.

Bona fide needs requests will be accepted up to July 30, 2010, for events that require immediate funding, but take place in the first quarter of FY 2011. If an event will take place in the following FY, but funds are required in FY 2010, then a written request from the partner organization justifying the need must be forwarded to the National Office. Payments for outreach events and activities taking place in FY 2011 shall be obligated and completed before September 30, 2010. **If obligation or payment has not occurred by September 30, 2010, funding approved under the bona fide needs rule will be recinded.**

State Offices shall:

- prioritize efforts to plan targeted outreach activities jointly with partner organizations whose mission specifies service to target groups; such as, minority groups, women, and disabled farmers covered under Civil Rights and ADA laws
- seek to reduce the cost per attendee ratio (total dollars requested divided by total attendees projected).

Funding contribution amounts from other Federal partners, including other USDA agencies, must be sought out to minimize any duplication of sponsorships or financial support. Event plans in OTIS should be notated accordingly if other USDA component agencies are partners in an outreach activity.

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2 FY 2010 Budget Execution (Continued)

G Reserves and Competitive Funds

The National Office shall maintain the following:

- a reserve to:
 - assist State Offices with significant outreach activities of interest to National Office Leadership
 - collaborate on events and activities where National Office Leadership may be in attendance
- a competitive fund available for SED's seeking assistance for innovative ways to reach underserved and targeted groups. These funds would be for efforts above the traditional outreach activity with a goal to accomplish better results. These initiatives shall be used to demonstrate more efficient ways to accomplish productive outreach. Additional guidance will be issued on accessing reserve and competitive funding.

H Project Coding and Ensuring Payments to Vendors

State Offices shall include project code A026 (for Targeted Outreach) or A028 (for General Outreach) in the accounting line when:

- reconciling outreach-related charges paid by purchase card, such as supplies and materials needed for a display, exhibit, or workshop materials
- processing sponsorship payments to partner organizations
- nontangible purchases, such as sponsorships, are paid directly out of FFIS, by OBF in Kansas City as miscellaneous payments. Tax ID, vendor contact information, and vendor banking information are required for OBF to process a miscellaneous payment for targeted and general outreach sponsorships.

In FY 2009, allotments for both targeted and general outreach events and activities were included in the States' Federal allotments for supplies. This FY, the allotment for:

- **targeted** outreach activities is included in Budget Object Class 25 (Other Services)
- **general** outreach activities is provided in Budget Object Class 26 (Supplies).

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2 FY 2010 Budget Execution (Continued)

H Project Coding and Ensuring Payments to Vendors (Continued)

Use the following table to purchase promotional items for targeted and general outreach events and activities in FY 2010 using general outreach funding.

Outreach Purchased Items	Project Code A026 (Targeted Outreach)	Project Code A028 (General Outreach)
Booth space rental, registration fees, and workshop registration	2586.00	2586.00
Supplies and materials	2671.04	2671.04
Promotional items	2671.04	2671.04
Sponsorships	2540.15	2540.15
Travel		

I Contacts

If there are questions about:

- outreach funding, contact Nancy Bond at 202-260-6069
- allotments or allotment change requests, contact 1 of the following.

IF located in...	THEN contact...
Southwest area	Tracey Blom, BUD, by 1 of the following: <ul style="list-style-type: none"> • e-mail at tracey.blom@kcc.usda.gov • telephone at 816-926-3447 • FAX at 816-926-1588.
Northwest or Midwest area	Beth Hill, BUD, by 1 of the following: <ul style="list-style-type: none"> • e-mail at elizabeth.hill@wdc.usda.gov • telephone at 202-720-9862 • FAX at 202-690-0591.
Northeast or Southeast area	Kim Floehr, BUD, by 1 of the following: <ul style="list-style-type: none"> • e-mail at kim.floehr@wdc.usda.gov • telephone at 202-720-3356 • FAX at 202-690-0591.

State Office Allotments for Outreach and Public Affairs

	State	Combined Outreach and Public Affairs Allotment in Notice BU-716 1/	Adjustment	Revised Outreach and Public Affairs FY 2010 Allotment	General Outreach/Public Affairs (A028)	Targeted Outreach (A026)
MWA	Illinois	\$ 14,586	\$ 14,414	\$ 29,000	\$ 20,000	\$ 9,000
	Indiana	\$ 41,650	\$ (14,650)	\$ 27,000	\$ 20,000	\$ 7,000
	Iowa	\$ 20,637	\$ 10,863	\$ 31,500	\$ 25,000	\$ 6,500
	Michigan	\$ 28,700	\$ 2,300	\$ 31,000	\$ 20,000	\$ 11,000
	Minnesota	\$ 19,480	\$ 16,520	\$ 36,000	\$ 15,000	\$ 21,000
	Missouri	\$ 12,975	\$ 33,025	\$ 46,000	\$ 30,000	\$ 16,000
	Ohio	\$ 27,778	\$ 8,222	\$ 36,000	\$ 25,000	\$ 11,000
	Wisconsin	\$ 45,335	\$ (9,335)	\$ 36,000	\$ 25,000	\$ 11,000
		\$ 211,141	\$ 61,359	\$ 272,500	\$ 180,000	\$ 92,500
NEA	Connecticut	\$ 2,293	\$ 2,207	\$ 4,500	\$ 2,000	\$ 2,500
	Delaware	\$ 2,000	\$ 2,500	\$ 4,500	\$ 2,000	\$ 2,500
	Maine	\$ 19,980	\$ (11,480)	\$ 8,500	\$ 5,000	\$ 3,500
	Maryland	\$ 18,650	\$ (9,150)	\$ 9,500	\$ 5,000	\$ 4,500
	Massachusetts	\$ 3,250	\$ 5,250	\$ 8,500	\$ 5,000	\$ 3,500
	New Hampshire	\$ 9,150	\$ (4,650)	\$ 4,500	\$ 2,000	\$ 2,500
	New Jersey	\$ 2,000	\$ 6,500	\$ 8,500	\$ 5,000	\$ 3,500
	New York	\$ 2,000	\$ 22,000	\$ 24,000	\$ 15,000	\$ 9,000
	Pennsylvania	\$ 2,000	\$ 27,000	\$ 29,000	\$ 20,000	\$ 9,000
	Rhode Island	\$ 2,000	\$ 2,500	\$ 4,500	\$ 2,000	\$ 2,500
	Vermont	\$ 5,112	\$ 2,388	\$ 7,500	\$ 5,000	\$ 2,500
	West Virginia	\$ 9,890	\$ 4,110	\$ 14,000	\$ 10,000	\$ 4,000
		\$ 78,325	\$ 49,175	\$ 127,500	\$ 78,000	\$ 49,500
NWA	Alaska	\$ 2,000	\$ 2,500	\$ 4,500	\$ 2,000	\$ 2,500
	Idaho	\$ 28,780	\$ (12,780)	\$ 16,000	\$ 10,000	\$ 6,000
	Montana	\$ 11,600	\$ 8,400	\$ 20,000	\$ 10,000	\$ 10,000
	Nebraska	\$ 15,333	\$ 4,667	\$ 20,000	\$ 5,000	\$ 15,000
	North Dakota	\$ 15,200	\$ (200)	\$ 15,000	\$ 10,000	\$ 5,000
	Oregon	\$ 2,000	\$ 28,000	\$ 30,000	\$ 15,000	\$ 15,000
	South Dakota	\$ 27,220	\$ (11,220)	\$ 16,000	\$ 10,000	\$ 6,000
	Washington	\$ 21,000	\$ 9,000	\$ 30,000	\$ 15,000	\$ 15,000
	Wyoming	\$ 2,000	\$ 6,500	\$ 8,500	\$ 5,000	\$ 3,500
	\$ 125,133	\$ 34,867	\$ 160,000	\$ 82,000	\$ 78,000	

State Office Allotments for Outreach and Public Affairs (Continued)

	State	Combined Outreach and Public Affairs Allotment in Notice BU-716 1/	Adjustment	Revised Outreach and Public Affairs FY 2010 Allotment	General Outreach/Public Affairs (A028)	Targeted Outreach (A026)
SEA	Alabama	\$ 15,390	\$ 15,610	\$ 31,000	\$ 15,000	\$ 16,000
	Arkansas	\$ 22,906	\$ 5,094	\$ 28,000	\$ 2,000	\$ 26,000
	Florida	\$ 40,600	\$ (1,600)	\$ 39,000	\$ 15,000	\$ 24,000
	Georgia	\$ 3,585	\$ 26,415	\$ 30,000	\$ 15,000	\$ 15,000
	Kentucky	\$ 11,865	\$ 26,135	\$ 38,000	\$ 25,000	\$ 13,000
	Louisiana	\$ 3,501	\$ 16,499	\$ 20,000	\$ 10,000	\$ 10,000
	Mississippi	\$ 2,000	\$ 33,000	\$ 35,000	\$ 15,000	\$ 20,000
	North Carolina	\$ 2,000	\$ 27,000	\$ 29,000	\$ 15,000	\$ 14,000
	Puerto Rico	\$ 2,000	\$ 2,500	\$ 4,500	\$ 2,000	\$ 2,500
	South Carolina	\$ 2,000	\$ 18,000	\$ 20,000	\$ 10,000	\$ 10,000
	Tennessee	\$ 2,000	\$ 39,000	\$ 41,000	\$ 25,000	\$ 16,000
	Virginia	\$ 14,875	\$ 13,125	\$ 28,000	\$ 15,000	\$ 13,000
		\$ 122,722	\$ 220,778	\$ 343,500	\$ 164,000	\$ 179,500
SWA	Arizona	\$ 26,050	\$ 9,450	\$ 35,500	\$ 5,000	\$ 30,500
	California	\$ 44,573	\$ 23,427	\$ 68,000	\$ 25,000	\$ 43,000
	Colorado	\$ 3,350	\$ 25,650	\$ 29,000	\$ 15,000	\$ 14,000
	Hawaii	\$ 11,000	\$ 8,500	\$ 19,500	\$ 5,000	\$ 14,500
	Kansas	\$ 21,420	\$ 8,580	\$ 30,000	\$ 20,000	\$ 10,000
	Nevada	\$ 13,095	\$ (7,595)	\$ 5,500	\$ 2,000	\$ 3,500
	New Mexico	\$ 71,750	\$ (28,750)	\$ 43,000	\$ 10,000	\$ 33,000
	Oklahoma	\$ 63,525	\$ (525)	\$ 63,000	\$ 25,000	\$ 38,000
	Texas	\$ 6,526	\$ 68,474	\$ 75,000	\$ 30,000	\$ 45,000
	Utah	\$ 57,400	\$ (46,900)	\$ 10,500	\$ 5,000	\$ 5,500
		\$ 318,689		\$ 379,000	\$ 142,000	\$ 237,000
Grand Total		\$ 856,010		\$ 1,282,500	\$ 646,000	\$ 636,500

1/ Includes the \$2,000 public promotion funds allotted in Notice BU-716.