

For: State and County Offices

Using GovDelivery for News and eNewsletter Distribution

Approved by: Administrator



1 Overview

A Background

Notice INFO-48:

- affirmed the high priority of communicating information to producers in a timely and efficient manner
- estimated the extremely high costs to reach the 1.4 million producers who participate in FSA programs through a printed and bulk-mailed newsletter
- introduced the concept of an electronic news distribution system through GovDelivery, in 2 phases
- instructed State Offices to encourage producers to volunteer e-mail addresses and cell numbers, and establish GovDelivery training in a timely manner.

B Purpose

This notice provides:

- instruction and guidance for developing GovDelivery capabilities for State and County Offices
- encouragement to solicit producer e-mail addresses
- actions to be taken.

Disposal Date	Distribution
March 1, 2012 10-13-11	State Offices; State Offices relay to County Offices

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1 Overview (Continued)

C Contacts

If there are questions about this notice, State Offices shall contact 1 of the following:

- Kent Politsch, OEA, by either of the following:
 - e-mail to **kent.politsch@wdc.usda.gov**
 - telephone at 202-720-7163
- Jeff Kerby, ITSD, by either of the following:
 - e-mail to **jeff.kerby@wdc.usda.gov**
 - telephone at 202-720-1593
- Deborah Johnson, DAFO, by either of the following:
 - e-mail to **deborah.johnson@wdc.usda.gov**
 - telephone at 202-720-0067.

2 Action

A MSD Action

Converting State and County Office newsletters from printed to electronic distribution will gradually affect the demand on printing operations. MSD will manage the reduced workload and printing demands.

B PAS Action

PAS shall continue to provide news stories, editing and distributing baseline news items so State and County Offices can choose the most appropriate materials for their readers.

C Regional PAS Action

The regional PAS shall:

- review State workbook spreadsheets (Exhibit 1) and ensure correct completion for enrollment
- submit State Workbook Spreadsheets by e-mail to **jeff.kerby@wdc.usda.gov** for GovDelivery account activation
- follow-up to confirm that each account is activated in a timely manner

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2 Action (Continued)

C Regional PAS Action (Continued)

- assist coordinating training of State and County Office administrators through conference calls and online training options through GovDelivery
- assist State Offices with the bulk conversion of existing SCIMS e-mail addresses to GovDelivery
- discuss and assist State Office outreach to producers without e-mail access according to the following:
 - telephone calls/postcards to find useable e-mail addresses in the family or neighbor's computer or a computer at the public library
 - that news and newsletters are available on the State Office web site
 - ensure that 3 to 5 copies of newsletters are always available at the front desk of each office
 - ensure that news and newsletters are distributed electronically to producer organizations, such as Farm Bureau, National Farmers Union; other agricultural agencies, such as county agricultural commissioners, State Departments of Agriculture, agricultural extension service, tribal councils, and minority and women organizations, especially minority and women organizations involved in agriculture
 - recommend that personnel traveling to producer sites carry a few copies of the most recent newsletter when visiting loan and program clients
 - examine other options for special cases of inaccessibility, such as FAXed copies and/or postal mail exceptions
- assist State Offices in conducting a campaign to market the features of GovDelivery and collect a maximum level of e-mail addresses from producers in the State.

D SED Action

SED's shall:

- take responsibility for Statewide GovDelivery management at the State Office and inform CED's of decisions and processes
- instruct staff to discontinue bulk printing and mailing newsletters at the State and county level once the State's GovDelivery procedure is established and methods of outreach to producers without e-mail access are also established

Note: See subparagraph C for communicating with producers who do not have e-mail capability.

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2 Action (Continued)

D SED Action (Continued)

- appoint primary and secondary GovDelivery content administrators for the State Office and each County Office

Note: Primary and secondary GovDelivery content administrators will be responsible for creating and distributing newsletters and news content through GovDelivery.

- instruct appointed GovDelivery content administrators to complete required training in a timely manner.

E State Office Action

State Offices shall:

- immediately begin an enrollment campaign to optimize using GovDelivery

Note: Enrollment campaign objectives are to:

- convey the benefits and features of GovDelivery for producers
- obtain a maximum level of producer e-mail addresses.

- develop an enrollment campaign appropriate for agricultural producers

Note: Methods to use in the enrollment campaign are:

- to place articles and advertisements in all postal-mailed newsletters until printed newsletters are discontinued
- when producers visit County Offices, staff are encouraged to obtain e-mail addresses for producers/partners in operations or corporations
- distribute articles, advertisements, and enrollment flyers to be shared with farm organizations and agricultural agencies for publication and to be included on web sites, such as other USDA Agencies, county agricultural commissioners, agricultural extension advisors, State and county farm bureaus, tribal councils, other tribal organizations, community-based organizations, and National Farmers Union offices
- postcards or letters mailed to all producers.
- with printing capacity, work with MSD to restructure printing output, as needed
- without printing capacity, work with MSD to determine best service arrangements.

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2 Action (Continued)

F State Communication Coordinator Action

State communication coordinators shall:

- complete Exhibit 1 **required** information for GovDelivery workbook spreadsheet sent by OEA Regional Public Affairs Specialist:
 - name of each State and County Office
 - FSA FIPS code of each State and County Office in 1-CM, Exhibit 101
 - names of primary and secondary GovDelivery content administrator for each State and County Office
- submit by e-mail attachment GovDelivery workbook spreadsheet to regional PAS for review.

G State and County Office Action

State and County Offices shall:

- write and edit local news
- create and assemble newsletters and distribute them electronically, at least quarterly, and more frequently, as needed, to keep producers well informed
- use all other means, including printed copies and outreach to community-based organizations or cooperatives, to accommodate producers without computers or a means to connect to the Internet
- use GovDelivery capabilities for other news and information sharing, such as urgent reports or deadline reminders, when appropriate.

