

For: FFAS Managers

Enhanced Strategic Recruitment Programs

Approved by: Associate Administrator for Operations and Management



1 Overview

A Background

FSA’s HRD recently enhanced its current strategic recruitment program. The mission of the Strategic Recruitment Team (SRT) is to design and maintain an effective recruitment marketing system that supports short-term recruitment, hiring efforts, and long-term workforce goals of FFAS. To position FFAS to best meet its evolving workforce demands within the context of the current and future USDA workforce, SRT will be responsive to:

- the current and anticipated FFAS workforce shortages by occupation
- FFAS’s cultural transformation and diversity requirements
- evolving best practices in recruitment marketing and relationship management
- national and local changes in the demographics of the U.S. workforce
- values, motivations, and habits of all generations within the workforce
- evolving social networking trends and technology.

Enhancing the recruitment program is about improving relationship management, marketing, and analysis to ensure return on investment and leadership and employee participation. To that end, on **November 1, 2011**, SRT will rollout 3 new retention programs.

B Purpose

This notice provides information about the:

- Student Ambassador Program
- Ambassador Program
- Veterans Ambassador Program
- “Day in the Life Series”
- Volunteer Program.

Disposal Date March 1, 2012	Distribution All FAS, FSA, and RMA managers; State Offices relay to County Offices
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1 Overview (Continued)

C Labor/Management Obligations

Where contract language addresses these policies and procedures for bargaining unit employees, contract language prevails.

D Information About SRT

SRT:

- is committed to developing strategic recruiting initiatives designed to eliminate barriers and ensure fair hiring, retention, promotion, and advancement for **all** veterans and other employees
- will establish accountability measures to ascertain how effective the Agency managers and supervisors are in meeting their workforce diversity and retention goals
- will soon publish the 5-year Strategic Recruitment Plan.

In the near future, managers will be receiving additional information about these programs. SRT will be reaching out to managers at various times throughout the year to get their input on many of HRD's new initiatives.

2 Recruitment and Retention Initiatives

A Student Ambassador Program

In an effort to attract the best and most qualified students for the Student Employment Program, HRD is eager to announce the 1-year pilot of HRD's Student Ambassador Program. The Student Ambassador Program is a program where students, currently employed under the Student Education Program, will perform outreach and recruitment activities at their respective colleges, universities, and/or high schools. This will allow students to gain outreach and recruitment experience, become the "voice of the Agency", and be a part of their employee development for future opportunities. As students progress in FFAS, HRD wants the students to be a valuable and reliable voice to HRD's target population.

B Ambassador Program

To enhance HRD's recruitment endeavors, HRD is eager to announce the 1-year pilot of HRD's Ambassador Program. The purpose of the Ambassador Program is to get managers and leaders across the nation to represent FFAS at recruitment and outreach events in their local area. Recruitment and outreach is only successful if we all recognize that all employees are the face of FFAS. The Ambassador Program provides an opportunity for hiring officials to satisfy a performance requirement under the Hiring Reform.

2 Recruitment and Retention Initiatives (Continued)

C Veterans Ambassador Program

In an effort to attract the best and most qualified Veterans for the FFAS Veterans Employment Program, FSA, HRD will conduct a 1-year pilot of the Veterans Ambassador Program. FFAS Veterans will join SRT to assist in improving outreach efforts. The intent is to advocate for employment and seek Veterans who will add value to FFAS. Veterans currently employed with FAS, FSA, and RMA, will perform outreach and recruitment activities with Veterans Affairs and Veterans organizations. The objectives of the FFAS Veterans Employment Program are to:

- establish a peer-to-peer relationship between current Veteran employees and prospective Veteran applicants
- attain new perspectives and guidance from Veteran employees about recruitment trends and best practices
- enhance Veteran employees' work experience with FFAS through inclusion and recognition of Veteran talents and abilities
- increase Veteran new hires.

D “Day in the Life Series”

To enhance HRD's recruitment and retention efforts, HRD is eager to announce the “Day in Life Series”. The purpose of the “Day in Life Series” is to:

- brand FFAS as “employer of choice” by bringing awareness of the various occupations within FFAS
- emphasize the rewarding aspects of the work FFAS does and how the work contributes to FFAS's mission, and more importantly, USDA's mission
- highlight several employees within FFAS.

Notice PM-2832

2 Recruitment and Retention Initiatives (Continued)

E Volunteer Program

To enhance HRD's recruitment efforts and respond to HRD's budgetary realities, HRD is eager to announce the revitalized Volunteer Program. HRD extended their OMB clearance and Notice PM-2819 was issued explaining the new requirements. The revitalized Volunteer Program will include a web site as a central portal for volunteer opportunities across FFAS, to include student volunteer opportunities. Volunteer is defined as follows:

- student volunteer means an individual who is enrolled **not** less than half-time in high school, trade school, technical or vocational institute, junior college, college, university, or other accredited educational institution who, with the permission of the institution at which enrolled, voluntarily performs services as part of an Agency program established for providing educational experience
- volunteer means individual, group, or organization who sponsors an individual's services **without** compensation, and who performs those services in furtherance of the programs of the Agency.