

## NJ State Outreach Business Plan FY 2009 - 2010

**Objective :** Provide leadership to ensure that all programs and services are made accessible to all customers, fairly and equitably, with emphasis on reaching the underserved and socially disadvantaged farmers and ranchers by reaching out to the “underserved” communities through partnerships resulting in trust and full participation in all programs.

| Goals and Activities |   | Who                  | When     | To Date   |
|----------------------|---|----------------------|----------|---|
| <b>Goal A:</b>       | <b>Maintain a Current Outreach Plan</b>   |                      |          |   |
| Activity 1:          | Update State Outreach Plan and append to the State Business Plan  | SOC                  | Oct 09   | Revised and distributed Feb 09                            |
| Activity 2:          | Review and refine Outreach protocol with DCs for all offices  | SOC                  | FY09-10  |   |
| Activity 3:          | Make State Outreach Plan available to all employees via the website Intranet  | PAS                  | FY09-10  | Annually  |
| Activity 4:          | Develop form and protocol with ASTC-O and DCs for tracking and reporting outreach activity for NRCS offices             | SOC                  | FY09     | New form and method provided to all offices November 2008 |
| Activity 4:          | Conduct Outreach Reviews of offices during regularly scheduled Program Reviews  | SOC                  | FY 09-10 | Annually  |
| Activity 5:          | Incorporate new demographic data for each service area from the 2007 ag census, scheduled for release February 4, 2009. | State Soil Scientist | FY09     |   |
| Activity 6:          | Coordinate outreach efforts with State Technical Committee Outreach Subcommittee  | SOC                  | Ongoing  |   |

| Goals and Activities |   | Who    | When     | To Date |
|----------------------|---|--------|----------|---------|
| <b>Goal B:</b>       | <b>Deliver Conservation Message</b>   |        |          |         |
| Activity1:           | Attend the NEDC'S National Outreach Training Course   | SOC    | Oct 08   |         |
| Activity 2:          | Provide outreach training for all employees to reinforce outreach responsibilities and available tools  | SOC    | Annually |         |
| Activity 3:          | Ensure each service center business plan includes outreach activities, including establishing and maintaining contact with underserved communities, distribution of Press Releases to FSA and other partners for newsletters, public meetings, direct mailings, participation in local agricultural and environmental fairs, meetings, special events, etc. | ASTC-O | Ongoing  |         |

SOC = State Outreach Coordinator

| Goals and Activities –Goal B continued |   | Who                  | When  | To Date |
|--|---|----------------------|-------|---------|
| <b>Goal B:</b>                         | <b>Deliver Conservation Message</b>   |                      |       |         |
| Activity 4:                            | Identify Outreach Training on employees' IDPs   | Principal Staff      | FY 10 |         |
| Activity 5:                            | Maintain Outreach page on NJ NRCS Intranet to include Business Plan, Outreach Reporting form and methods, SOC Contact Information, Materials to improve outreach, roster of AgLearn courses available, census data showing demographics | Webmaster            | FY 10 |         |
| Activity 6                             | Develop products (maps, charts, etc.) to help service centers identify demographic scheme of their service area based on current census data.   | State Soil Scientist | FY 09 |         |

| Goals and Activities |  | Who             | When                                       | To Date |
|----------------------|--|-----------------|--|---------|
| <b>Goal C:</b>       | <b>Assess Outreach Efforts: Responsibilities, Records, and Reporting</b>   |                 |  |         |
| Activity 1:          | Record and report program delivery and outreach efforts and accomplishments to SOC   | Principal Staff | Quarterly: Dec, Mar, Jun, Sep              |         |
| Activity 2           | Record and report program delivery and outreach efforts and to the State Conservationist, East Regional Outreach Coordinator, NRCS NHQ Outreach Division, and other groups | SOC             | As requested and for FY year end reporting |         |
| Activity 3           | Analyze the outreach accomplishments and activities with State Tech Outreach Subcommittee. Identify successes and barriers to outreach                                     | SOC             | FY year end reporting                      |         |
| Activity 4           | Collect feedback from end users of Outreach Intranet page, reporting forms, and helps and make useful revisions  | SOC             | ongoing                                    |         |