

Strategic Outreach Plan

Arkansas

Fiscal Year 2022

Certified On: October 1, 2021

Statement of Purpose

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

Vision Statement

To become the model for USDA program education, stakeholder engagement and customer service delivery by passionately connecting people to the Ag resources they need.

Mission Statement

Our mission is to conduct innovative FSA marketing methods that:

- educate the public of FSA programs and services
- eliminate informational barriers for farmers and ranchers
- increase program participation from potential and current agricultural producers, including underserved communities

Operating Values

Commitment to customer service

- Commitment to quality and innovation
- Respect for individuals
- Importance of honesty, integrity, fairness and ethical standards
- Duty to stakeholders and cooperation with partners

Stakeholders

Stakeholders include individuals, groups, private and public organizations, and local and State government agencies that have an interest in the availability and delivery of USDA programs or services. Stakeholder organizations share customer segments, resources, and/or expertise that benefit the Ag community.

Including:

- farmers and ranchers
- land grants and institutions of higher education
- nonprofit community-based organizations
- agricultural associations and organizations
- financial lenders
- other USDA and Federal agencies
- COC and STC members
- tribal, State, and local government entities

Stakeholder Expectations

Stakeholders have expectations that are required from FSA. They are expected to be treated with dignity and in a fair and equitable manner. They expect the USDA-FSA/Arkansas Staff to listen to their individual needs and to be honest and accountable. They expect convenient access to FSA Programs, information, and benefits. They expect information to be presented in an understandable manner and to meet their cultural differences.

They also expect:

- consistency
- cooperation and collaboration
- partnership and participation
- program education
- timely information

Critical Issues

States shall identify issues that may affect FSA's ability to deliver FSA programs and accomplish the mission.

Critical Issues:

- cultural understanding and differences
- program limitations
- language barriers

Goal ID : 1 - National

Short Description

Conduct outreach education on loan programs that support farm viability.

Long Description

This goal should be selected for all loan related outreach activities. Programs may include, but are not limited to: Direct & Guaranteed loans; Farm Storage Facility Loans; Marketing Assistance Loans, any other federal agencies' loan programs. Also intermediary programs: Highly Fractionated Indian Land Program & Heirs Property Relending Program.

Alignment: This goal supports FSA 2016 -18 Strategic Plan Goal 1, Obj. 1.1 and USDA 2018 - 2022 Strategic Plan Goal 2, Obj. 2.1.

1) Objective

Collaborate with stakeholders, partners and ag organizations to conduct meetings/workshops on obtaining MALs, Direct/Guaranteed loans, microloans, and servicing programs to increase awareness and participation.

Goal ID : 2 - National

Short Description

Conduct outreach to strengthen land stewardship through conservation programs and initiatives.

Long Description

This goal should be selected when outreach is conducted on any conservation programs or programs that support land stewardship and management. This may also include any climate change programs offered by USDA.

Alignment: This goal aligns with FSA 2016-18 Strategic Plan Goal 2 Obj. 2.1 and USDA 2018-22 Goal 5 Obj. 5.2.

1) Objective

Partner with applicable local and State government and agencies to conduct meetings/workshops to promote resource practices.

Goal ID : 3 - National

Short Description

Educate beginning farmers and heirs' property operators of USDA resources to get started.

Long Description

This goal should be used for any NON-LOAN outreach education conducted with beginning farmers and with heirs' property operators. An example may be a workshop on establishing a farm number. This goal should also be used by FSA state BFR coordinators/champions when executing outreach efforts for state's BFR plan.

Alignment: DR 9700-02 & 10 CM Subpar. 21.

1) Objective

Collaborate with NRCS, stakeholders and partners to conduct meetings/workshops for heirs' property operators to participate in USDA programs and sessions on succession planning. Collaborate with State BFR Coordinator/Agency Champion.

Goal ID : 4 - National

Short Description

Conduct targeted outreach to underserved producers for serving on locally led committees.

Long Description

This goal should be selected only for outreach meetings and webinars conducted with socially disadvantaged farmers and ranchers to increase nominations to serve on county committees and Urban county committees.

Alignment: Handbook 15-AO and Handbook 22-AO.

1) Objective

Host meetings with local underserved farm groups to attain diverse committees that are representative of county's farming population according to Ag Census demographics.

Goal ID : 5 - National

Short Description

Educate farmers/ranchers of safety net programs & other disaster/pandemic assistance available

Long Description

This goal should be used when conducting outreach on safety net programs (NAP, OCCSP, etc), disaster assistance (ELAP, LIP, etc.) available as well as pandemic program assistance (PLIP, CFAP2, PATTH, etc). This may include some price support programs, all safety net programs, disaster assistance and CARES Act pandemic programs.

Alignment: FSA 2016-18 Strategic Plan Goal 1, Obj. 1.2. USDA 2018-22 Strategic Plan Goal 2, Obj. 2.1

1) Objective

Collaborate with State Department of Agriculture and/or other organizations to conduct meetings on disasters due to weather related disasters.

Goal ID : 6 - National

Short Description

Conduct outreach on FSA's youth loan program to support supervised agricultural projects.

Long Description

This goal should be selected for targeted activities to youth groups and youth-sponsored organizations regarding FSA's youth loan program benefits.

1) Objective

Partner with organizations to participate in field days showcasing local youth loan projects or conduct meetings/workshops to educate youth on youth loans.