

# Increasing Council & Customer Diversity

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Social Sciences Team Leader  
NRCS – East NTSC

NACD Board Diversity

Modified for “Effective DC Training”

# Outline

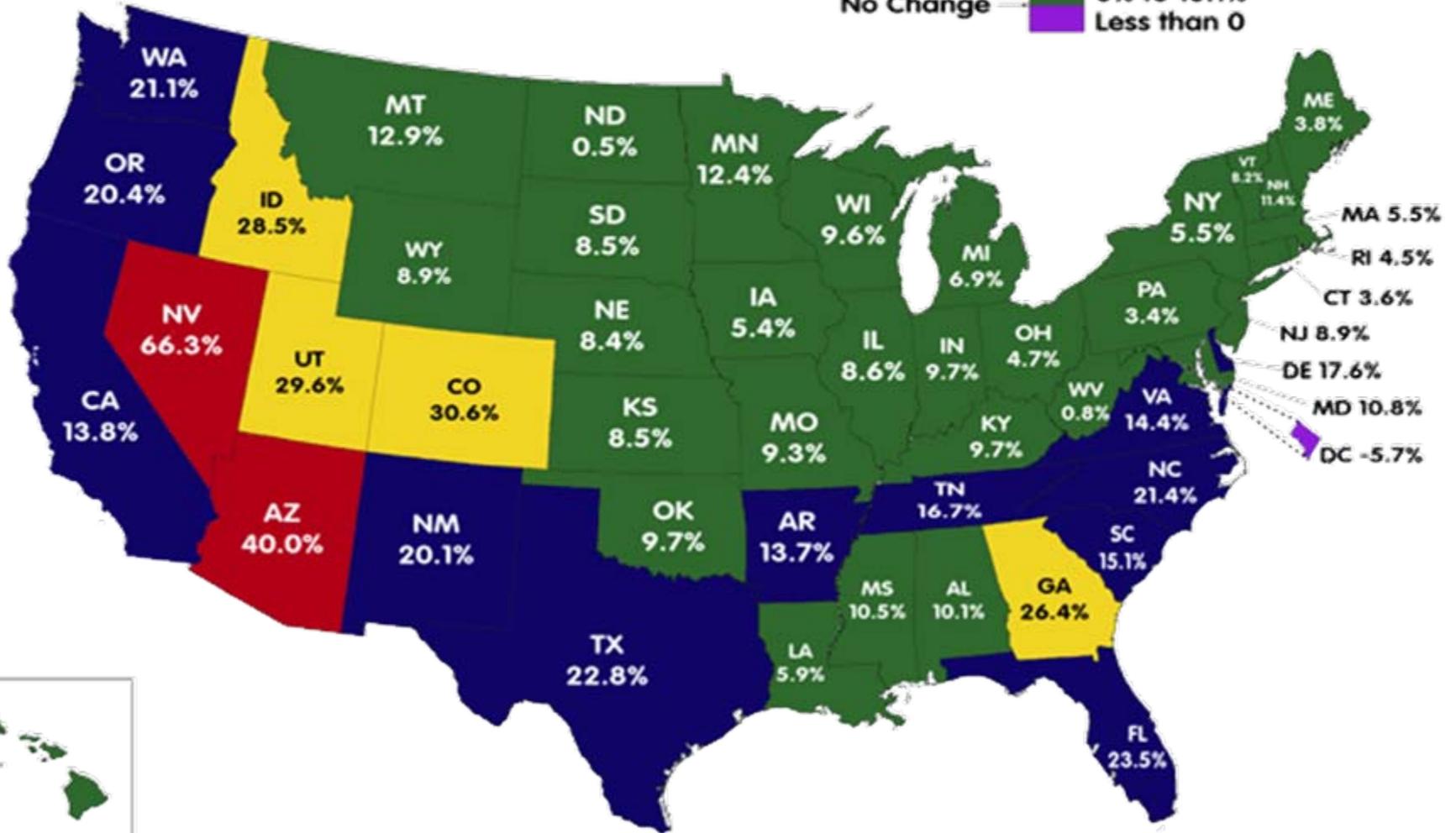
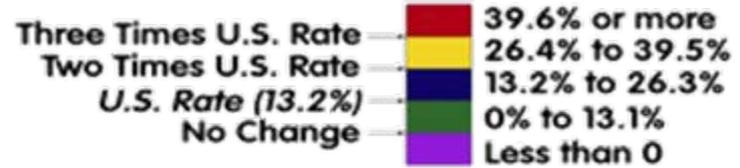
1. Population Changes
  - 1a. Impact on Agriculture
2. Community Trends
3. Social Capital Tool
4. Recruitment and Outreach Information
5. Developing Plans

# 1. Population Changes



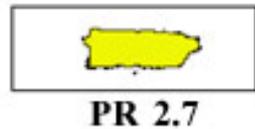
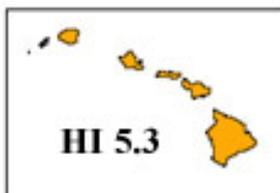
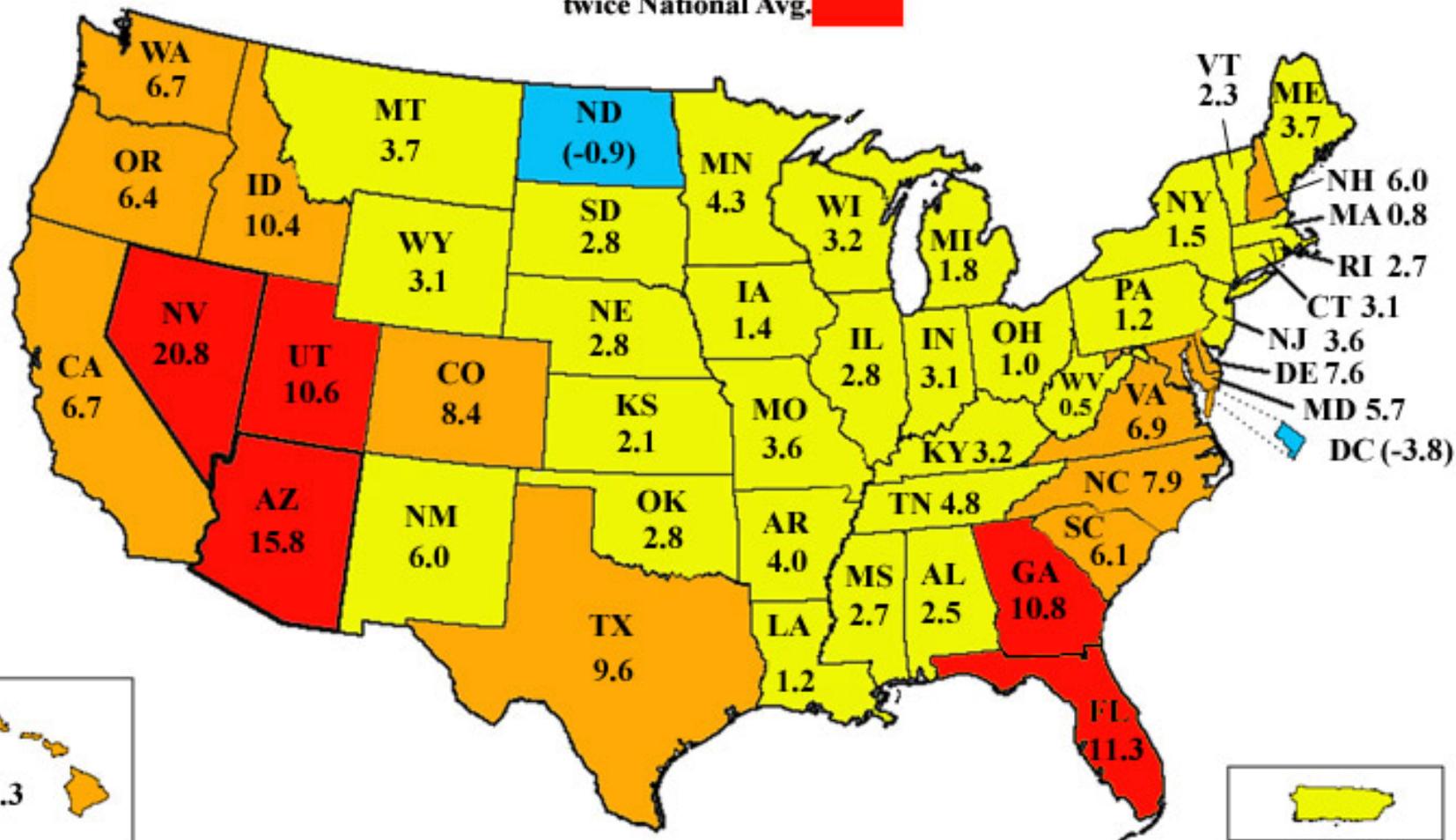
# Percent Change from 1990 - 2000

## PERCENT CHANGE



# Percent Change in U.S. Population: 2000 - 2005

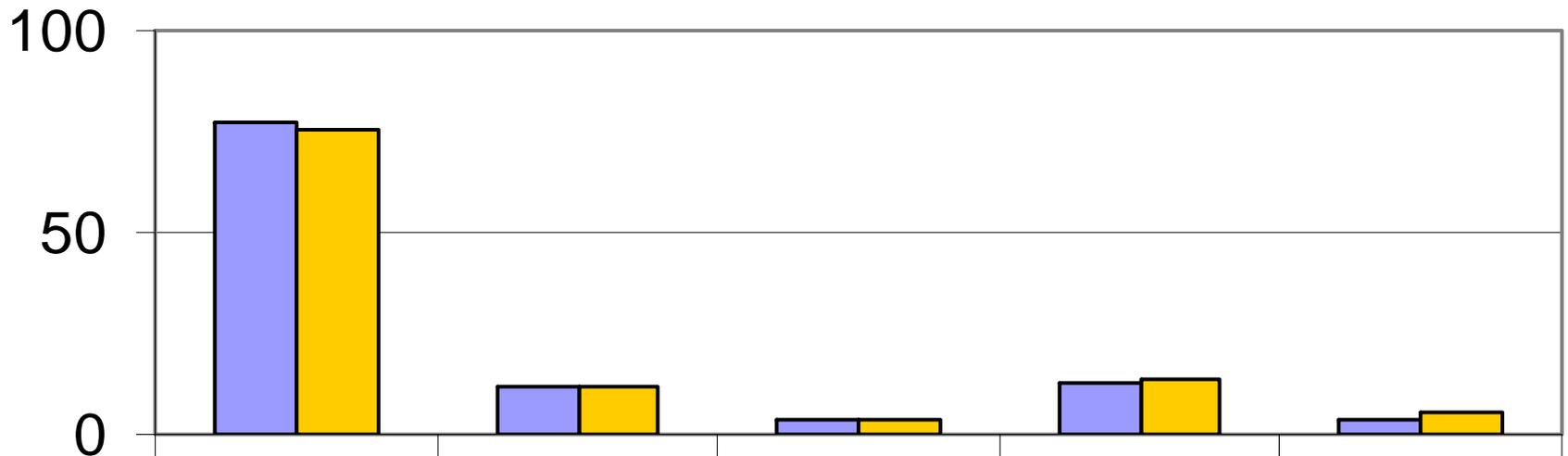
scale based on U.S. National Average





# Population Growth

## Race by Percentage - United States 2000 - 2002

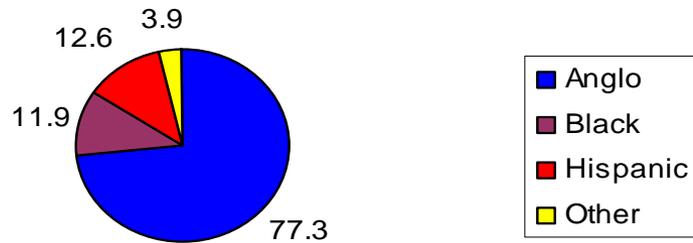


	<b>White</b>	<b>Black</b>	<b>Asian</b>	<b>Hispanic</b>	<b>Some</b>
<b>2000</b>	<b>77.3</b>	<b>11.9</b>	<b>3.8</b>	<b>12.6</b>	<b>3.9</b>
<b>2002</b>	<b>75.8</b>	<b>12</b>	<b>4</b>	<b>13.5</b>	<b>5.1</b>

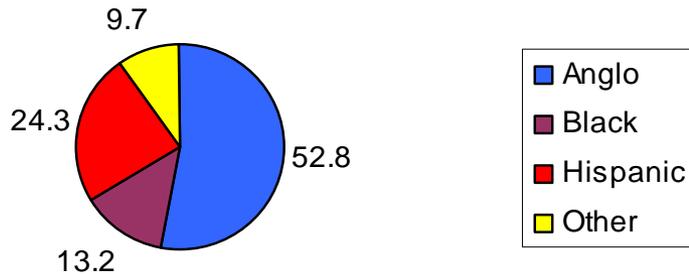


# Projections

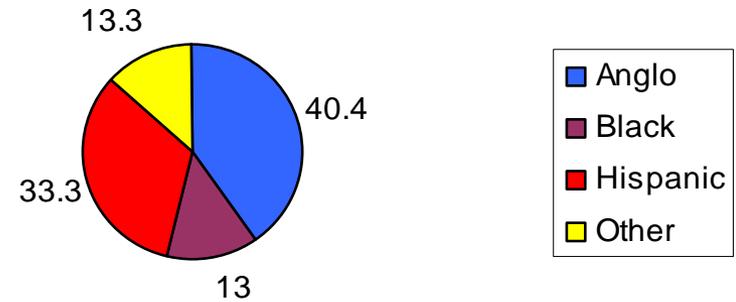
**Percent of U.S. Population by Race  
2000**



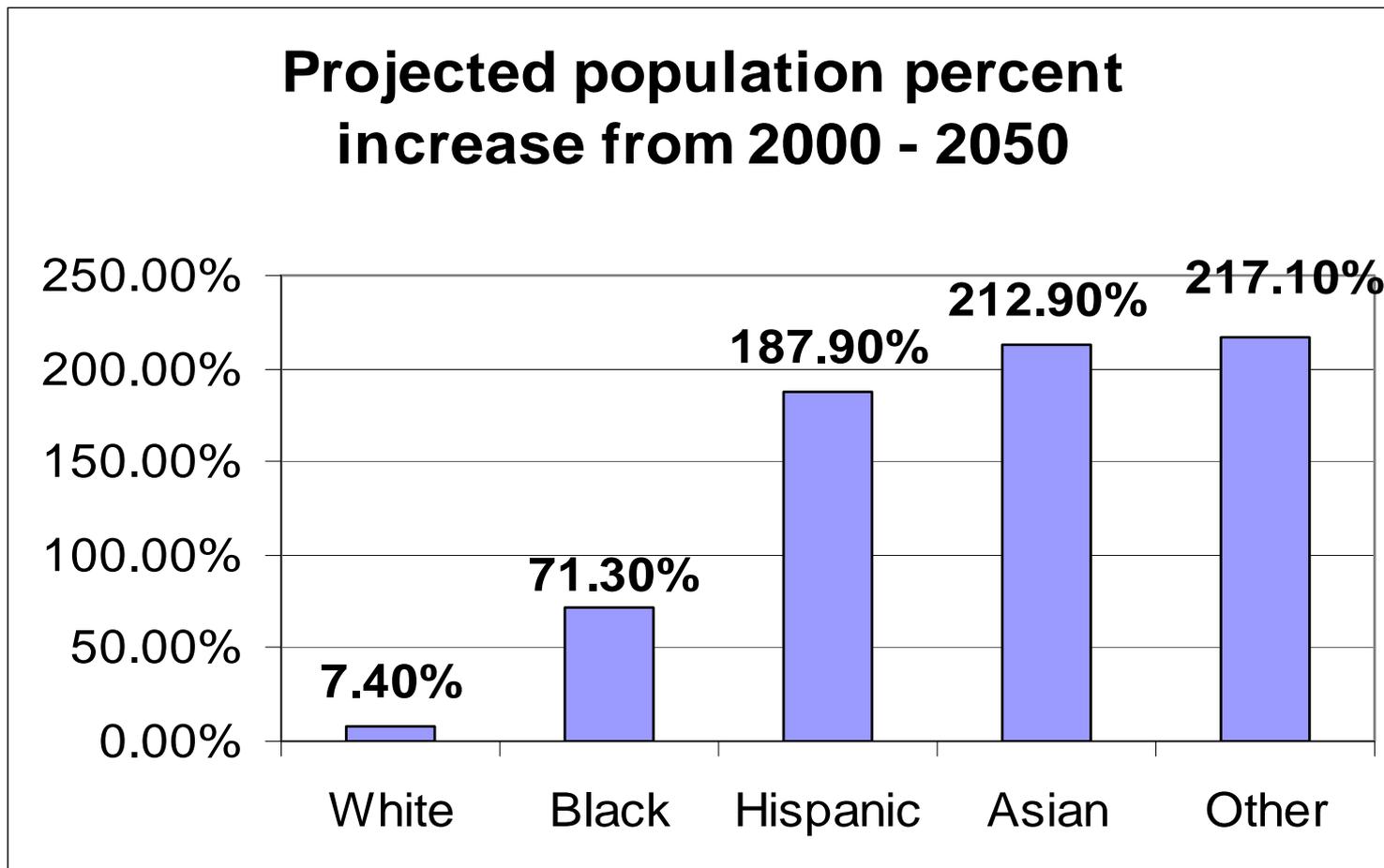
**Percent of U.S. Population by Race  
2050 (Projected)**



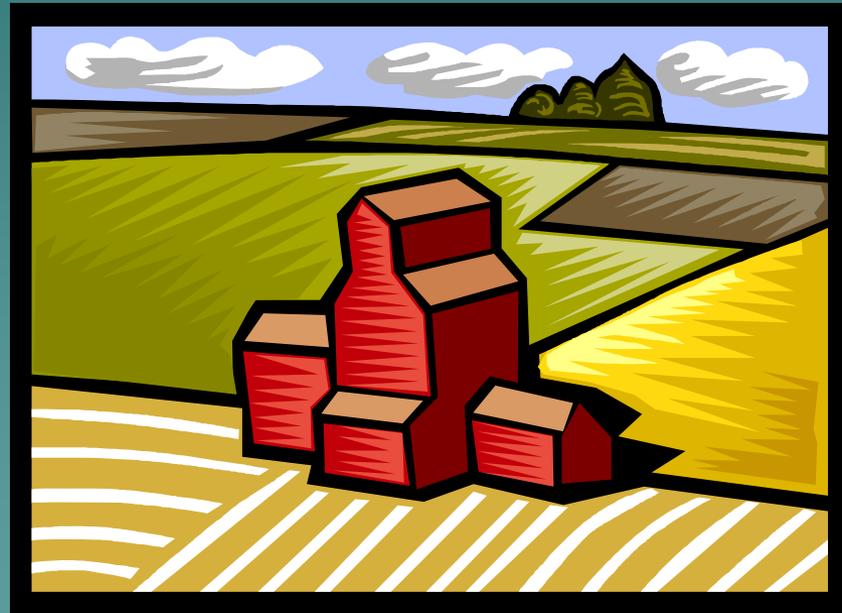
**Percent of U.S. Population by Race  
2100 (Projected)**



# Projected Percent Increase 2050



# 1a. Impact on Agriculture





# 2007 Ag Census

- ◆ Number of farms grew by 4% since 2002 census.
- ◆ Operators of those farms more diverse.

# 2007 Ag Census

- ◆ 300,000 new farms began operation since the last census in 2002. These farms tend to have:
  - More diversified production
  - Fewer acres
  - Lower sales
  - Younger operators who also work off-farm

# 2007 Ag Census

- ◆ 30 percent more women as principal farm operators
- ◆ Hispanic operators grew by 10%
- ◆ Number of American Indian, Asian and Black farm operators increased as well

# 2007 Ag Census

- ◆ Trend towards more small and very large farms; fewer mid-sized farms
- ◆ Number of farms with sales less than \$2500 increased by 74,000
- ◆ Number of farms with sales of more than \$500,000 grew by 46,000

# 2007 Ag Census

- ◆ More than 36% of farms are classified as residential/lifestyle farms, with sales of less than \$250,000 and operators with primary occupation other than farming.
- ◆ Another 21% are retirement farms, which have sales less than \$250,000.

# 2007 Ag Census

- ◆ 57% of farmers have internet access, up from 50% in 2002. Of these, 58% have high speed connection

# 2007 Ag Census

- ◆ What are the demographics of your state's agricultural producers?
- ◆ What are the farm demographics of the area you serve?
- ◆ Are changes necessary in your state or field office delivery system to accommodate changing demographics?
- ◆ If so, what changes do you recommend?

# Population

- ◆ What are the demographics of your state's population?
- ◆ What are the demographics of the area you serve?



# NRCS (cont...)

- ◆ Minority populations have high acceptance rates in NRCS programs and receive more per contract than Caucasians
- ◆ However, the total amount of money transferred is low – \$53 million for minorities compared to 1.1 billion for Caucasians (including females).

# NRCS Programs in 2007 in Maine

- ◆ Serviced 623 operators of which 333 received funding;
- ◆ 119 operators were limited resource or beginning farmers of which 91 received funding;
- ◆ 593 operators were white of which 311 received funding;
- ◆ 100 operators were female of which 46 received funding;
- ◆ 402 operators were white male of which 200 received funds;
- ◆ 6 operators were American Indian or Alaska native of which 4 were recipients of funds
- ◆ 4 operators were of Hispanic Origin of which 1 operator received funds

# NRCS Programs in 2008 in Maine

- ◆ 985 operators applied for programs in 2008 of which 411 were beneficiaries;
- ◆ 195 of applicants were Limited resource farmers or beginning farmers of which 93 were beneficiaries of funds;
  - Of these, 53 were white female applicants, 26 of which received funding; one white hispanic female applied but did not succeed in obtaining funding; 4 American Indian or Alaskan Native persons applied of which 1 received funding; and one Asian Operator applied and received funding
- ◆ 121 female operators applied for funding; 55 received funds
- ◆ 583 male operators applied for funds of which 225 were beneficiaries;
- ◆ 2 Hispanic male operators applied and received funds

# Demographics of Program Users

- ◆ Describe the demographics of those applying for programs in the Service Center Area(s) you service.
- ◆ Describe the demographics of recipients of programs in the Service Center Area(s) you service.

Hint: Use protracts participation summary

# 2. Community Trends



# Definitions of Different Types of Capital



- ◆ Financial - savings, bond ratings, investments like factories, schools, roads, housing, etc.
- ◆ Cultural - values, norms, standards
- ◆ Human - skills, talent and education of individuals
- ◆ Social - networks, bonds of trust between people in communities
- ◆ Natural - landscape, air, water, soil, plants, animals

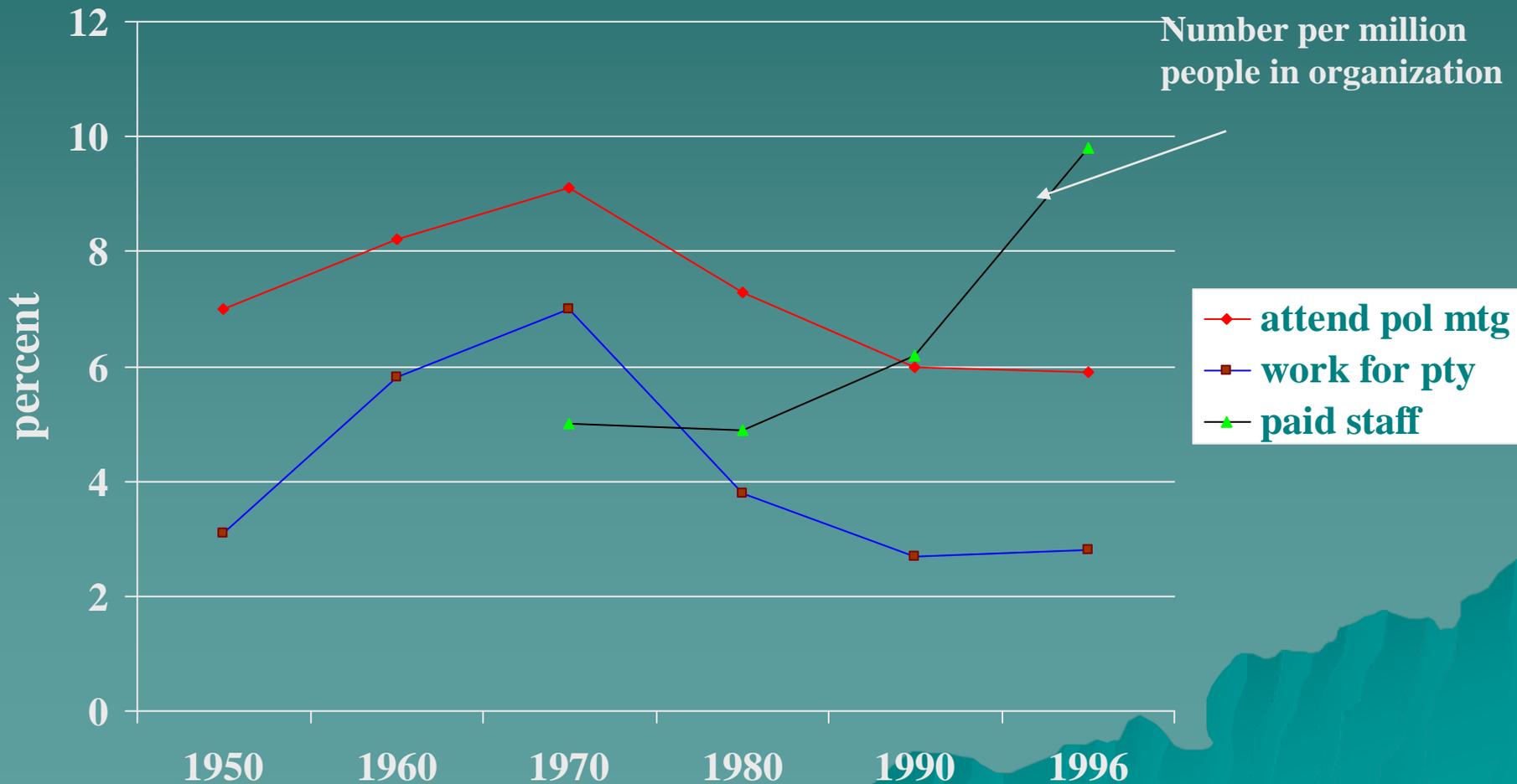


# Changes in Social Capital

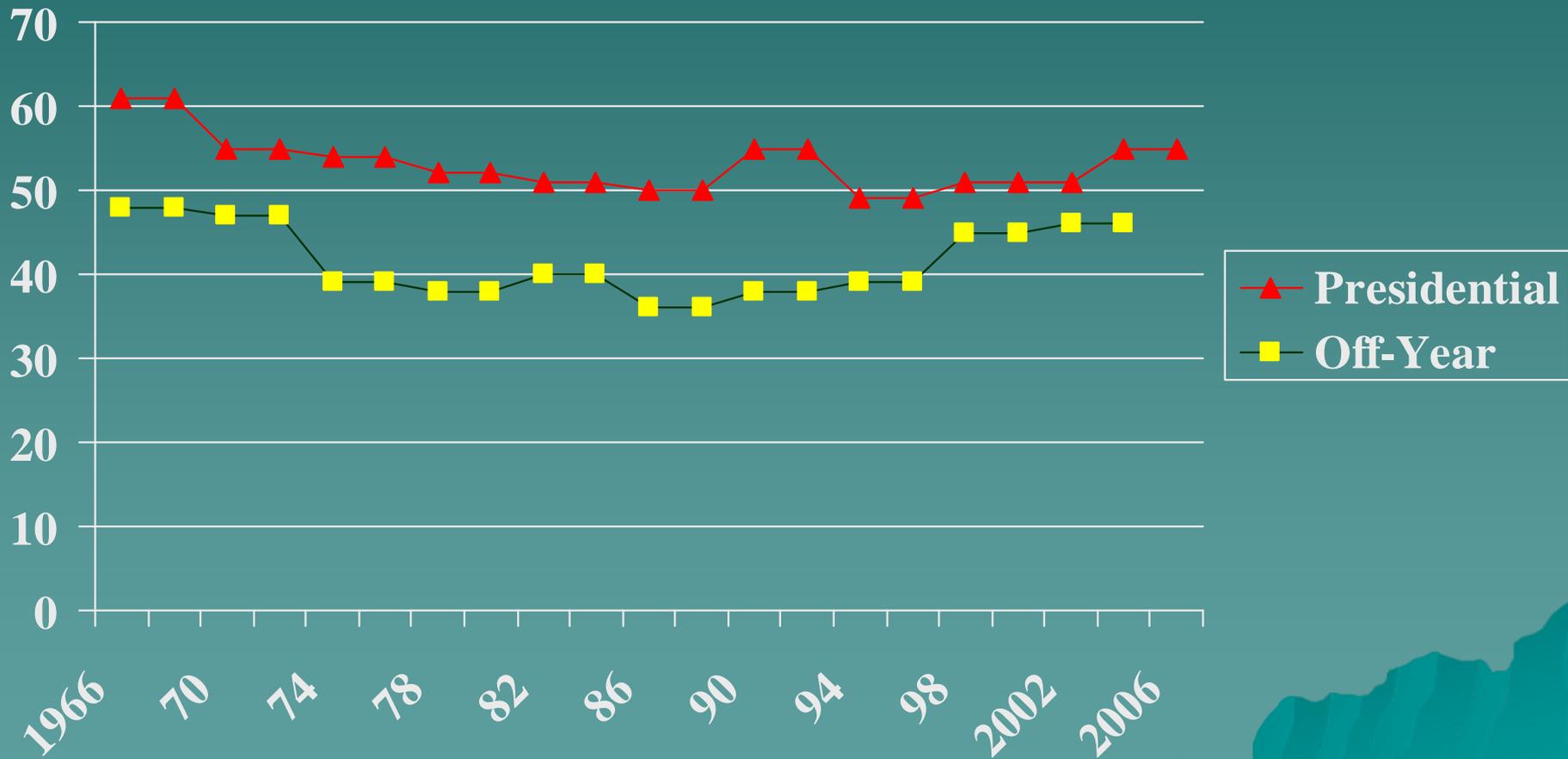


- ◆ Political
- ◆ Civic
- ◆ Religious
- ◆ Workplace
- ◆ Social
- ◆ Volunteering

# Political Participation



# Voting Turnout

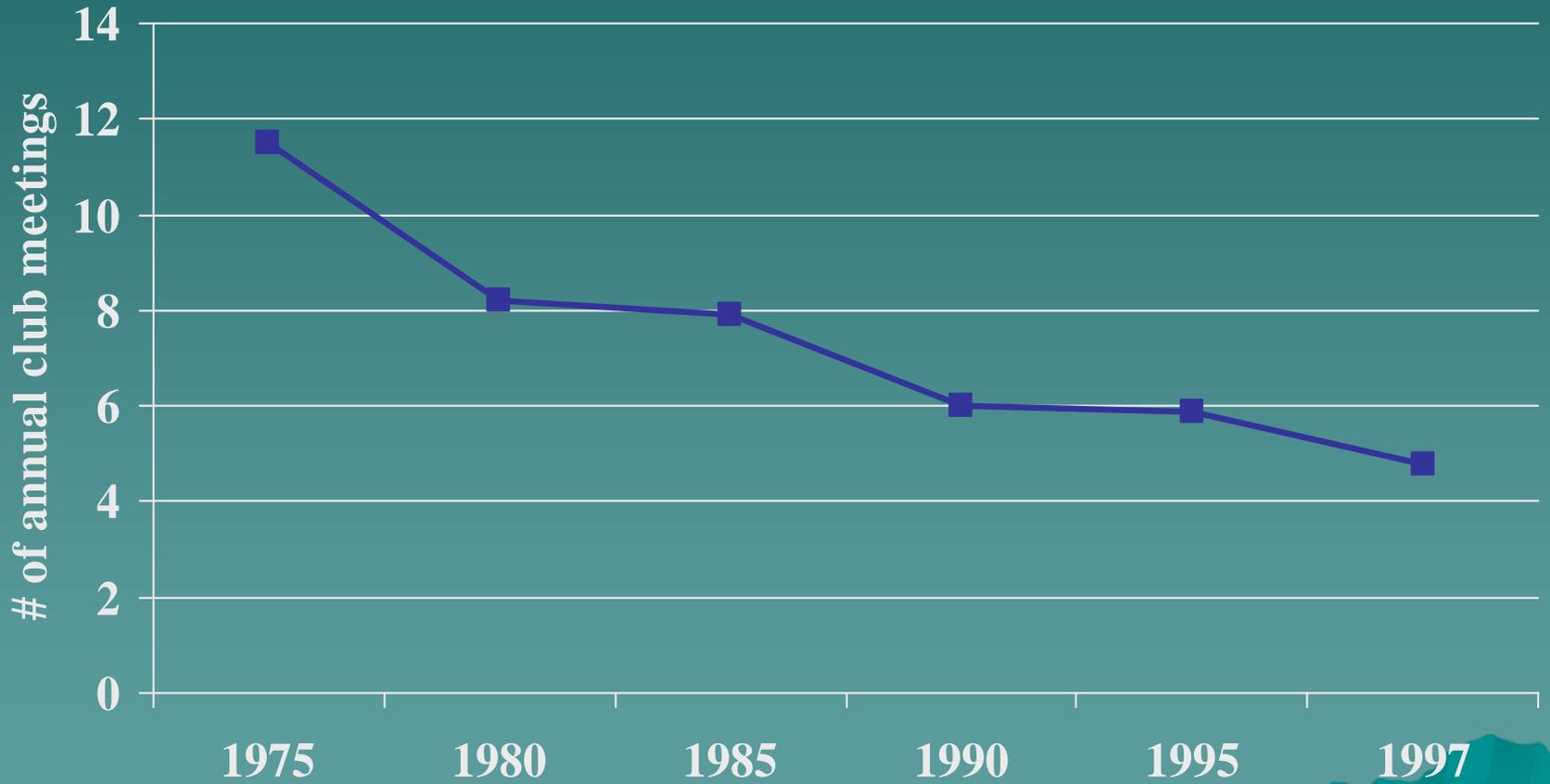


# Civic Trends

<u>Activity</u>	<u>Relative change</u> <u>1973-74 to 1993-</u> <u>94</u>
◆ Served on a committee for some local organization	-39%
◆ attended a public meeting on town or school affairs	-35%

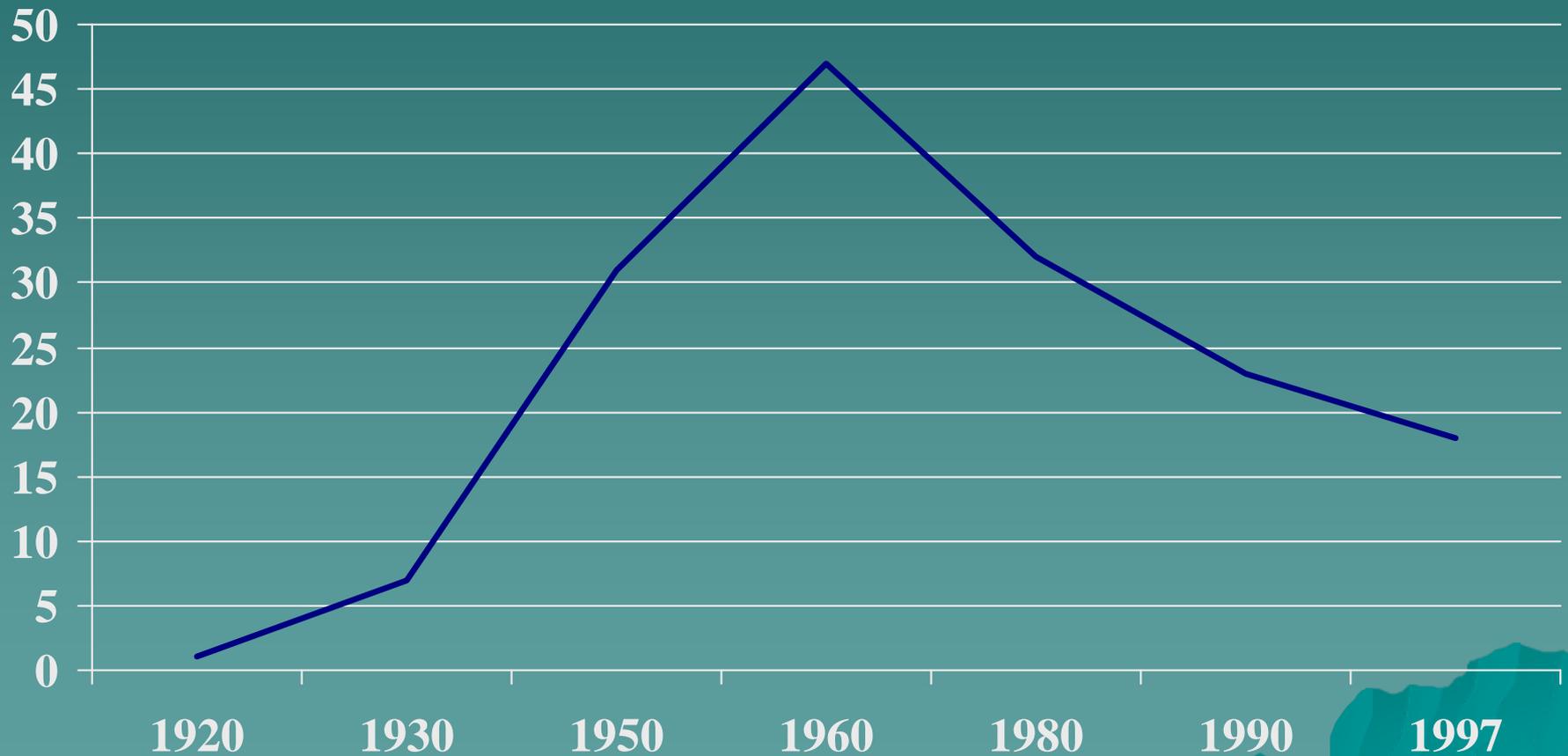
Source: Roper Social and Political Trends surveys, 1973-1994

# Civic Club Meetings

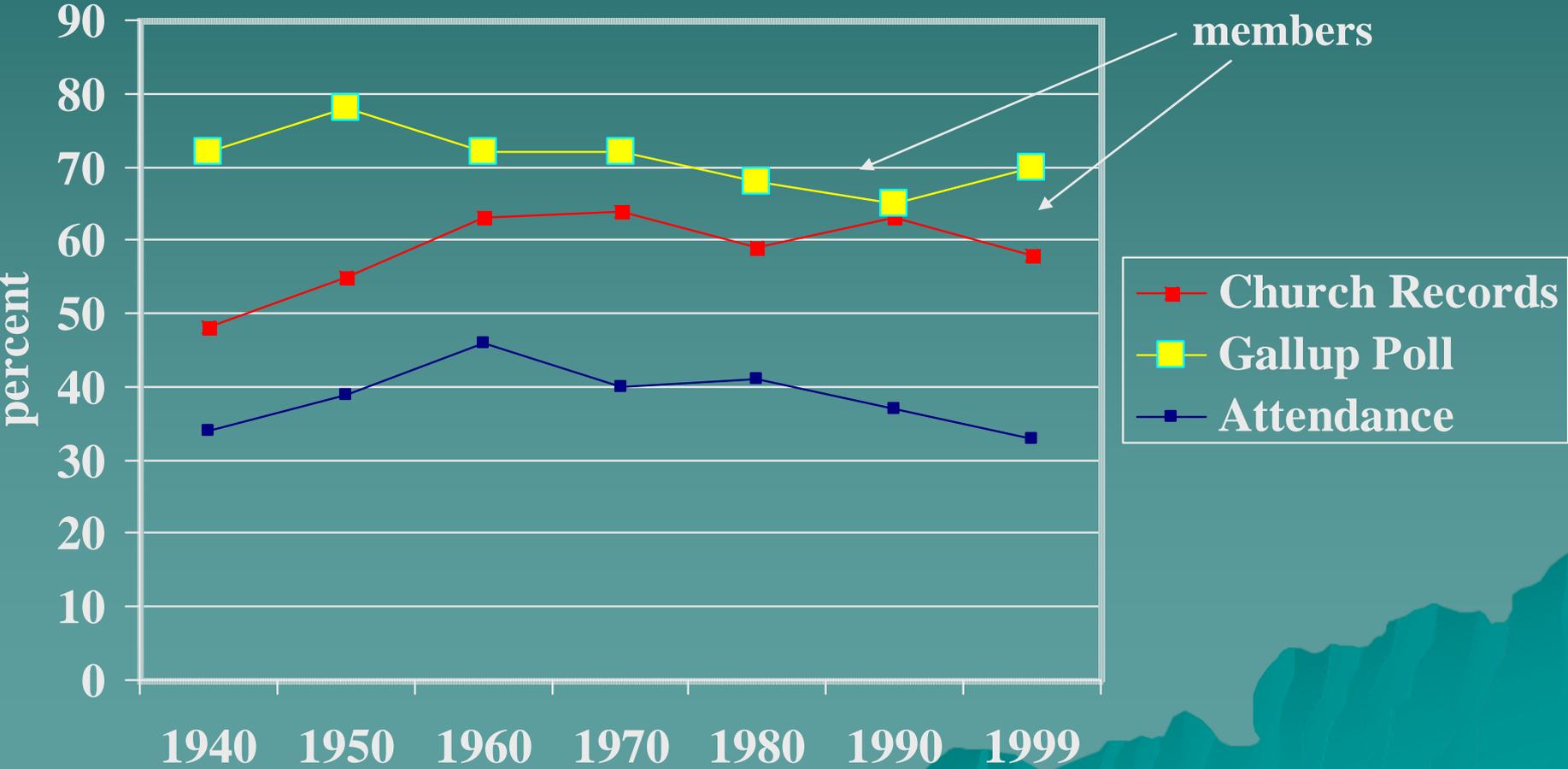


# PTA membership

(% of families with children under 18)



# Church Membership & Attendance

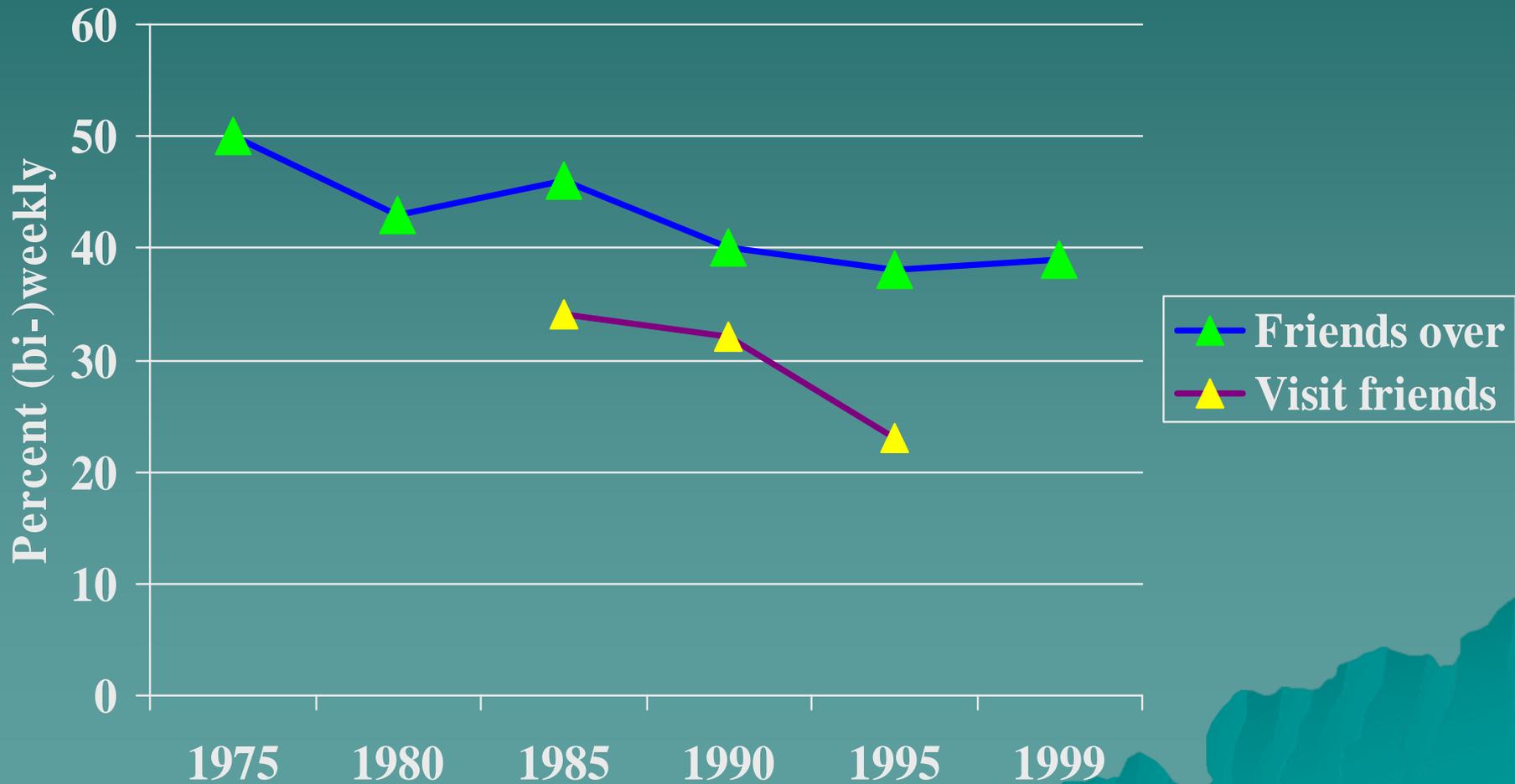


# Participation in Work

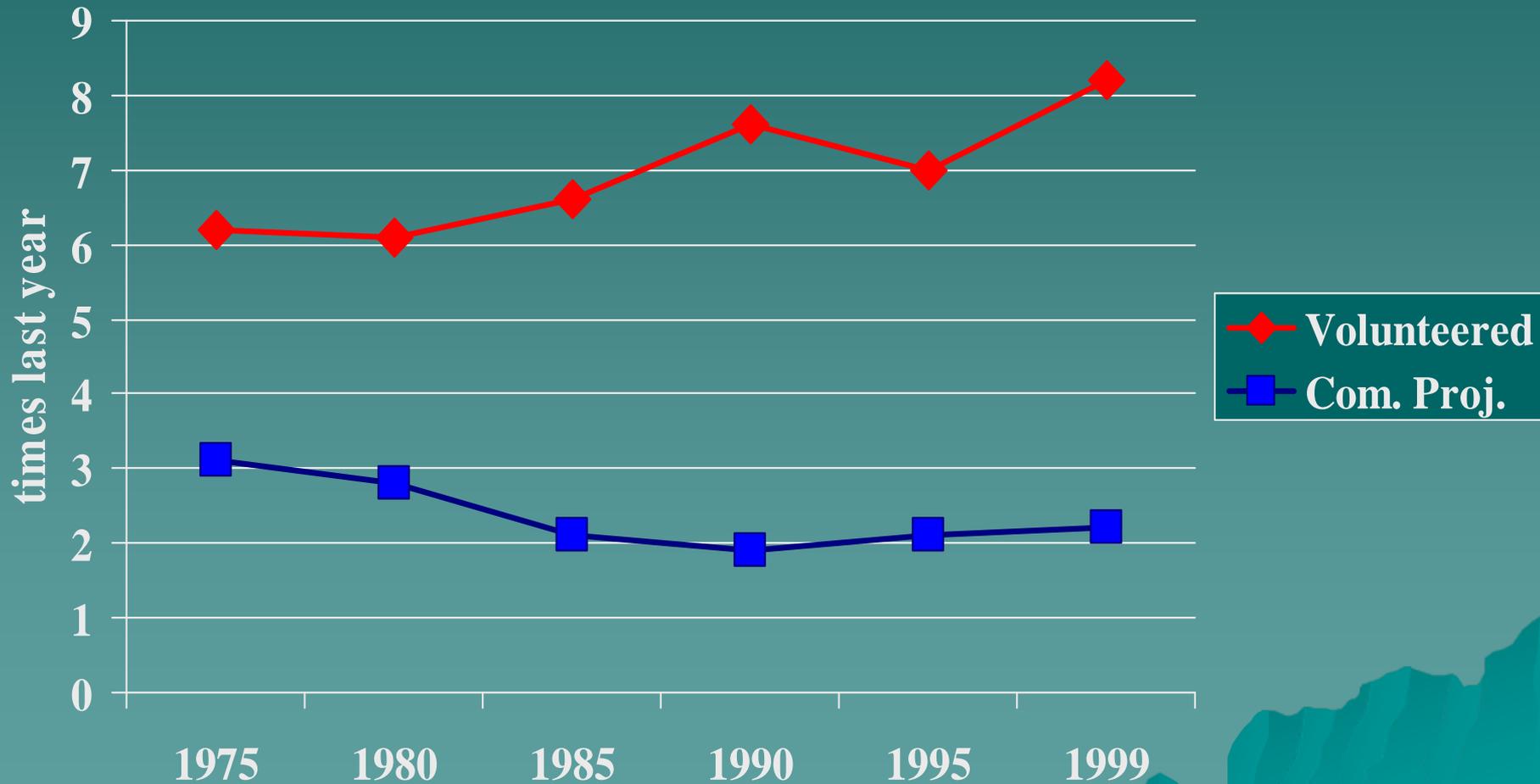


- ◆ Union membership is down to 14 percent in 1998, from a high of 33 percent in 1952
- ◆ Average membership in 8 national professional associations showed increases from the 1930's to the 1960's, followed by decreases to the present

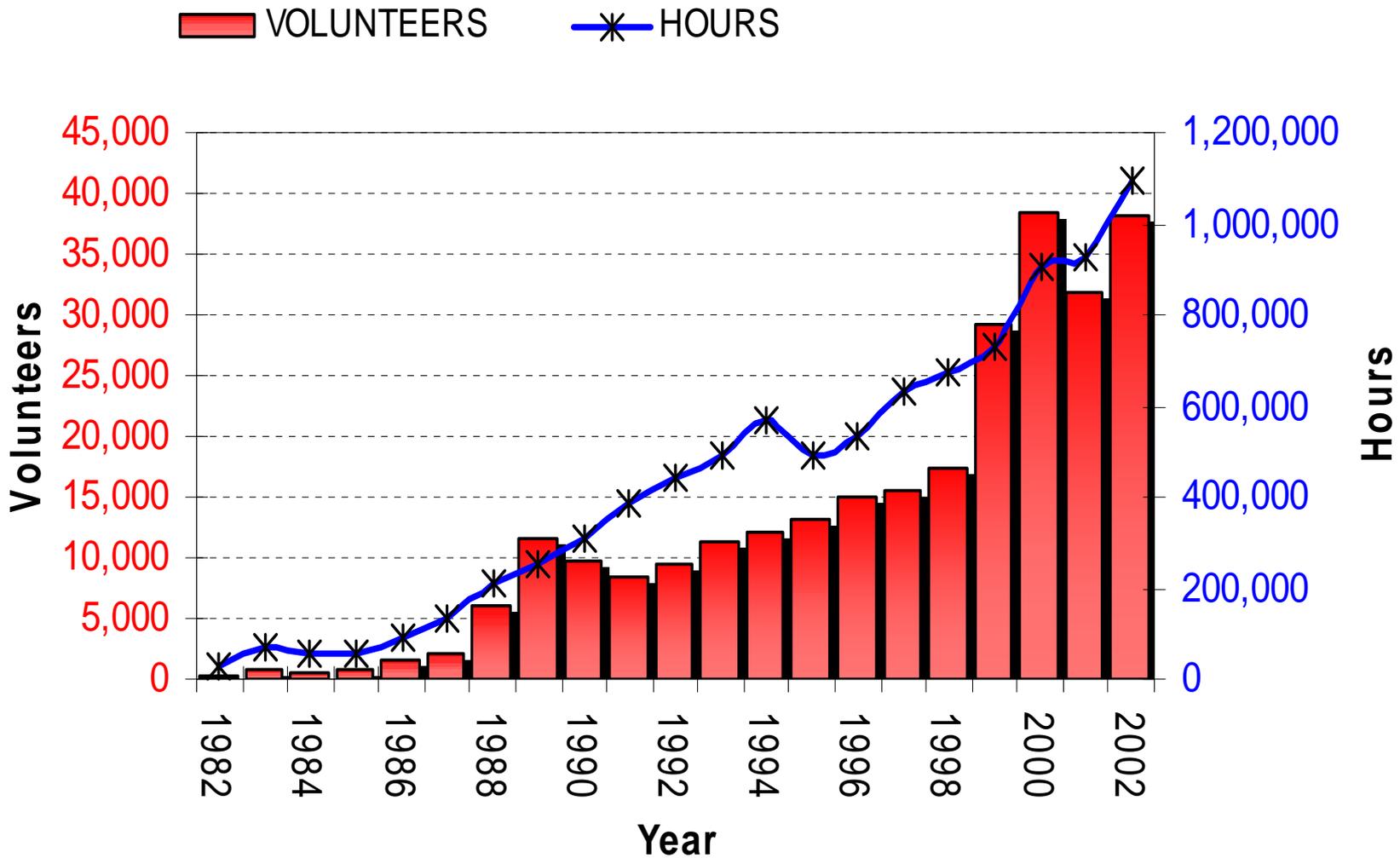
# Social Visits



# Volunteering & Participation in Community Projects



# NRCS Earth Team Trend



### 3. Social Capital Tool

- **Technical Note: Adding Up Social Capital: An Investment in Communities**
- <http://www.ssi.nrcs.usda.gov/>



Submit evaluation

Cancel evaluation

Start over

**Building Up Social Capital**

**Community Participation, Assets, Resources, and Processes**

[Go to tech note 20, Social Capital](#)

Question	Rating	Not Rated
1. Number of community volunteers <a href="#">#1</a>	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated
2. Participation in the local Parent Teachers Association (PTA) <a href="#">#2</a>	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated
3. Church membership <a href="#">#3</a>	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated
4. Participation in civic organizations <a href="#">#4</a>	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated
5. Local contributions to charitable organizations <a href="#">#5</a>	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated
6. Participation in farm/ranch organizations	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated
7. Participation in environmental organizations <a href="#">#7</a>	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated
8. Leadership effectiveness	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated
9. Participation in public meetings	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated

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http://ssiapps.sc.egov.usda.gov/SocialSciences/Forms/Evaluations.aspx?apptype=socialcapital1&querytype=cachedxmlfile

6. Participation in farm/ranch organizations	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated
7. Participation in environmental organizations <a href="#">#7</a>	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated
8. Leadership effectiveness	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated
9. Participation in public meetings	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated
10. Wide participation in community decisions	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated
11. Minority participation in community organizations (racial, ethnic, gender, religious, etc.) <a href="#">#11</a>	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated
12. High school graduates who go to college (national average is in the lower 60th percentile) <a href="#">#12</a>	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated
13. Percent of community members who have Internet access <a href="#">#13</a>	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated
14. Community income levels <a href="#">#14</a>	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated
15. Community educational levels <a href="#">#15</a>	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated
16. Local media coverage	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated
17. Number of community citizens who exercise their right to vote <a href="#">#17</a>	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated
18. Government assistance <a href="#">#18</a>	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated
19. Likelihood that community projects are completed	High <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> Low	<input checked="" type="radio"/> Not Rated

Trusted sites

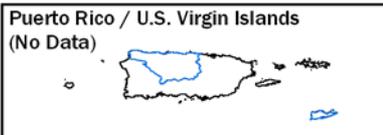
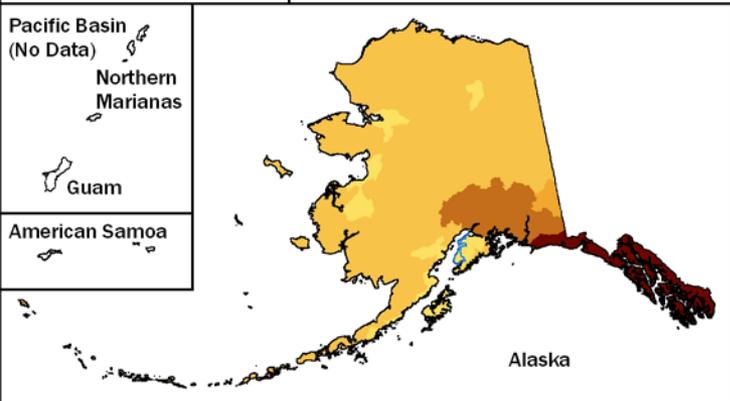
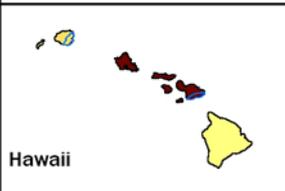
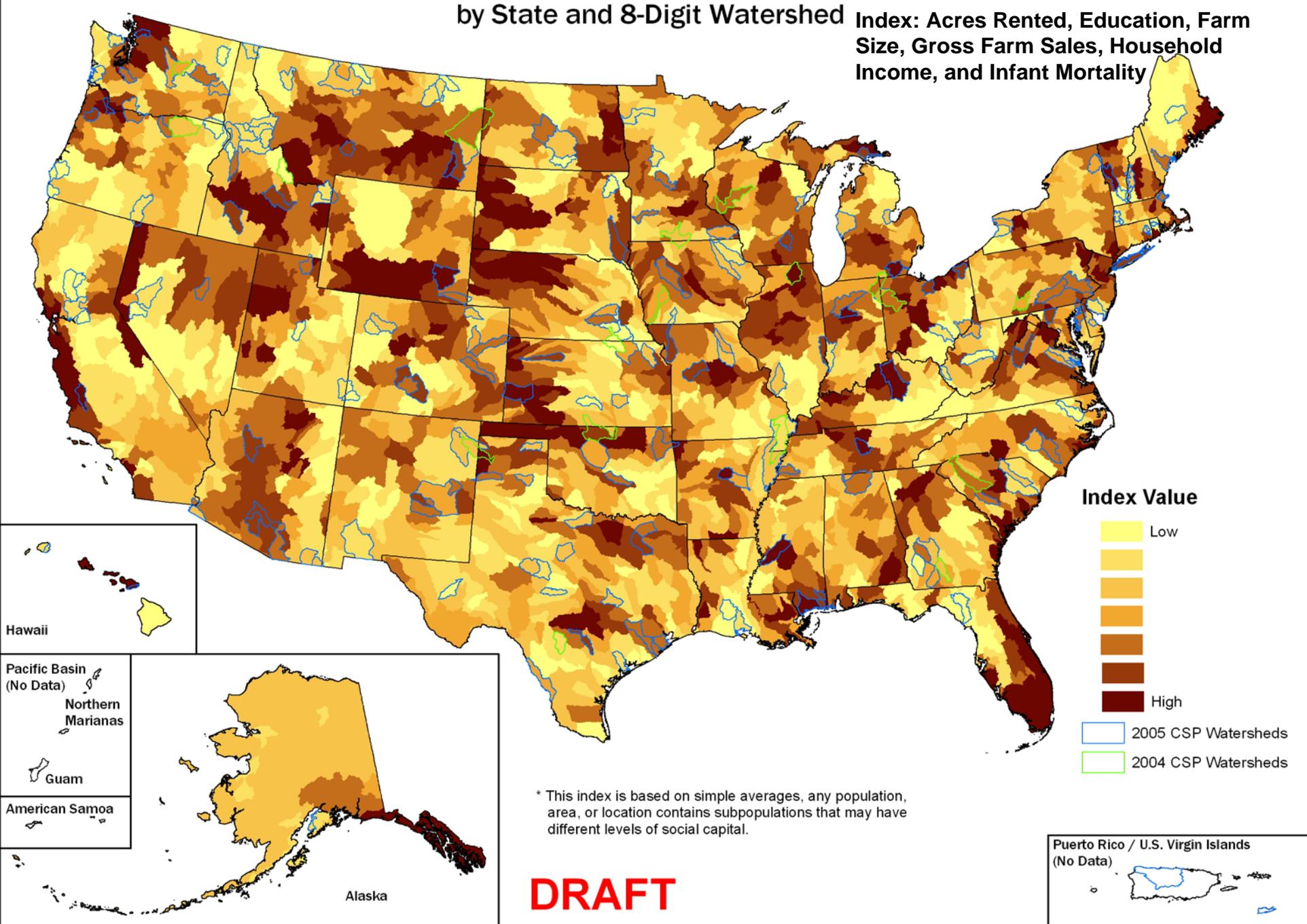
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# What has caused the downturn in social capital?



- ◆ Generation change
- ◆ Pressures of time & money
- ◆ Family structure (working women)
- ◆ Mobility and sprawl
- ◆ Technology and mass media
  - VCR's, CD's, TV (remote), video games, computers (Internet access, e-mail)
- ◆ Alienation from politics
- ◆ Fear of \_\_\_\_\_

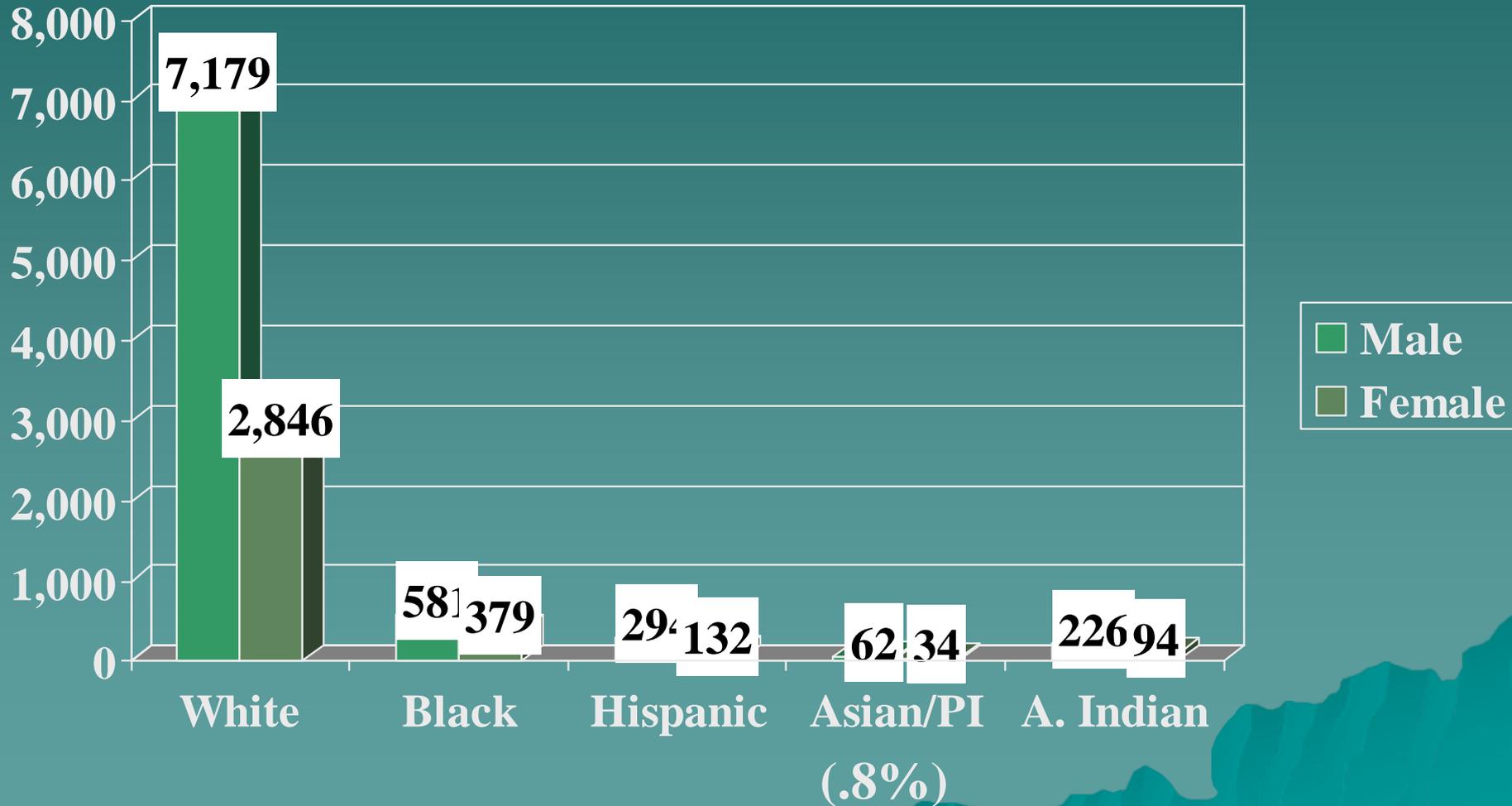
by State and 8-Digit Watershed Index: Acres Rented, Education, Farm Size, Gross Farm Sales, Household Income, and Infant Mortality



# 4. Recruitment and Outreach Information



# NRCS Work Force, FY 2002



# NRCS EMPLOYEE REPRESENTATION

RACE	*NRCS Total	NRCS %	**AG Census %
White Male	13,902	87.70	84.38
White Female	1,709	10.41	10.46
Black Male	126	0.77	1.20
Black Female	14	0.09	0.13
Hispanic Male	244	1.49	2.08
Hispanic Female	33	0.20	0.24
Asian Male	46	0.28	0.33
Asian Female	11	0.07	0.06
Hawaiian/PI Male	29	0.18	0.03
Hawaiian/PI Female	7	0.04	0.01
AI/AN Male	219	1.33	0.60
AI/AN Female	66	0.40	0.11
Female	1841	11.22	11.08
Disability	352	2.14	

\*PRS Report 4.6 as of 6/29/04

\*\* AG Census 2002

Other Race NRCS Total (7) NRCS % (0.04)

# 2008 NRCS Employment Stats – 10, 894 employees as of 9/13/08

<b>Female</b>	<b>32.2%</b>
<b>White Female</b>	<b>26.4%</b>
<b>Black Male</b>	<b>4.6%</b>
<b>Black Female</b>	<b>3.2%</b>
<b>Hispanic Male</b>	<b>2.7%</b>
<b>Hispanic Female</b>	<b>1.3%</b>
<b>Asian/Pacific Islander Male</b>	<b>0.6%</b>
<b>Asian/Pacific Island Female</b>	<b>0.5%</b>
<b>American Indian/Alaska Native Male</b>	<b>1.8%</b>
<b>American Indian/Alaska Native Female</b>	<b>0.8%</b>

# **BOARDS, COUNCILS AND COMMITTEES DEMOGRAPHICS**

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# STATE TECHNICAL COMMITTEE

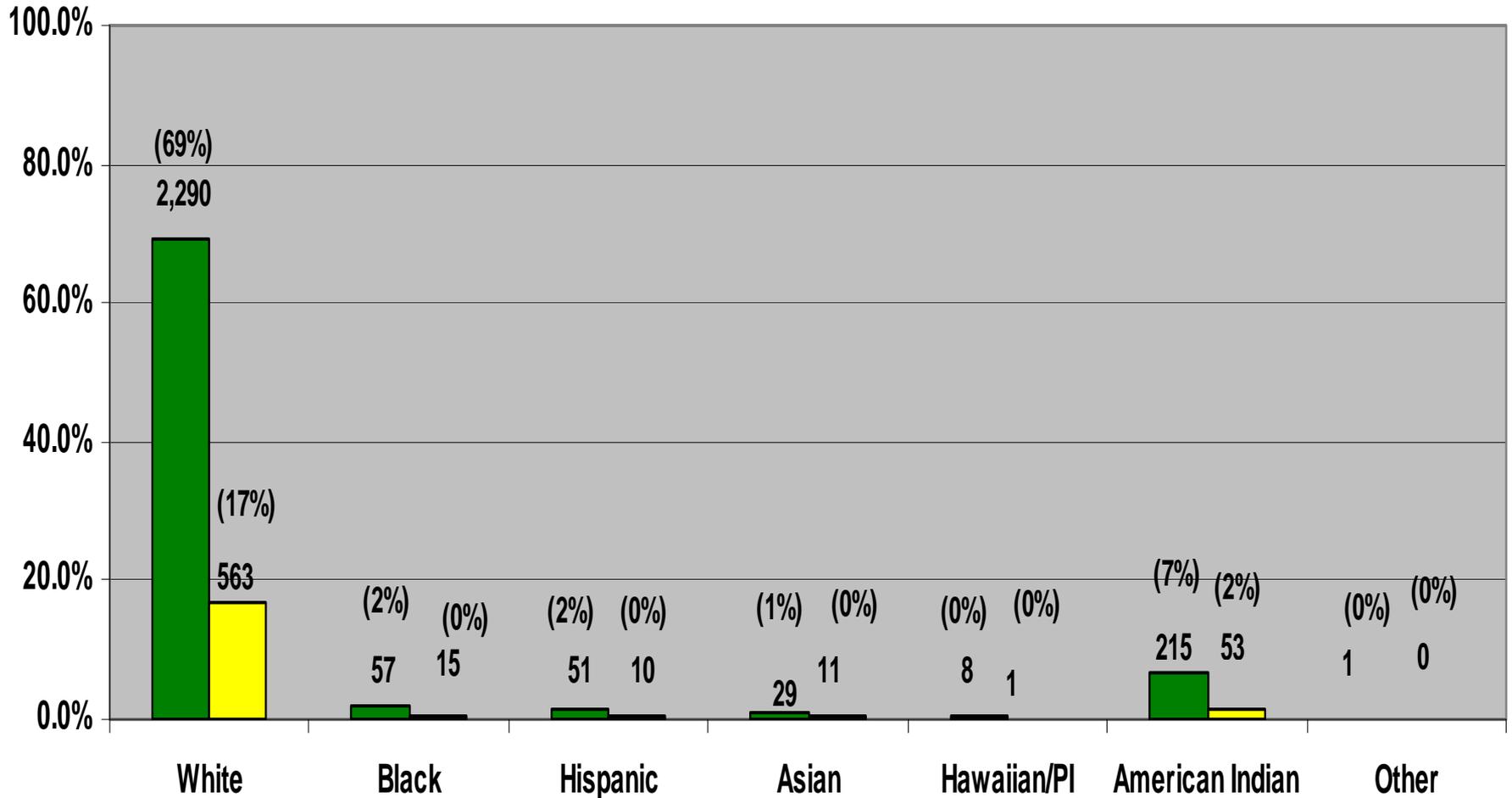
RACE	*NRCS Total	NRCS %	**AG Census %
White Male	2,290	69.31	84.38
White Female	563	17.04	10.46
Black Male	57	1.73	1.20
Black Female	15	0.45	0.13
Hispanic Male	51	1.54	2.08
Hispanic Female	10	0.30	0.24
Asian Male	29	0.88	0.33
Asian Female	11	0.33	0.06
Hawaiian/PI Male	8	0.24	0.03
Hawaiian/PI Female	1	0.03	0.01
AI/AN Male	215	6.51	0.60
AI/AN Female	53	1.60	0.11
Female	653	19.76	11.08
Disability	16	0.48	

\* PRS Report 4.8 as of 6/29/04

\*\* Ag Census 2002

Other Race NRCS Total (10) NRCS % (0.03)

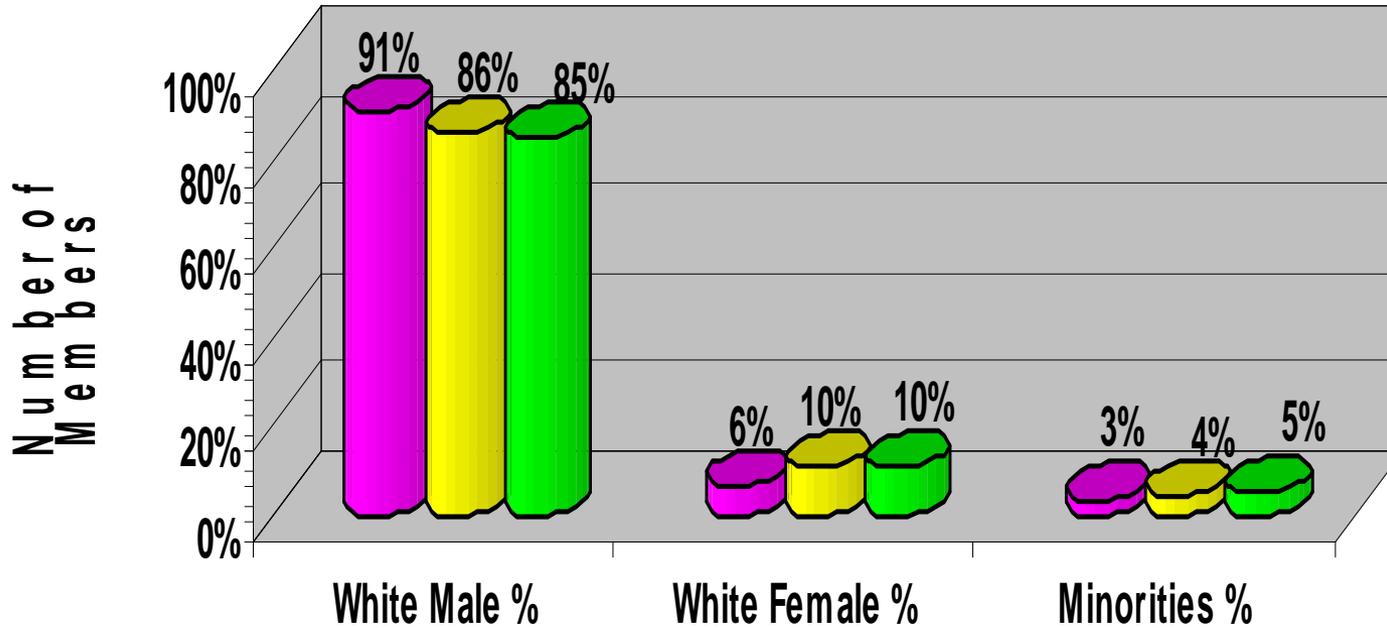
# STATE TECHNICAL COMMITTEES (STC)



# State Technical Committee

- ◆ What is the make up of your state's Technical Committee?

# SOIL & WATER CONSERVATION DISTRICT BOARDS DEMOGRAPHICS



FY92 Total (16,326)

FY02 Total (15,044)

FY03 Total (16,413)

■ FY92

■ FY02

■ FY03

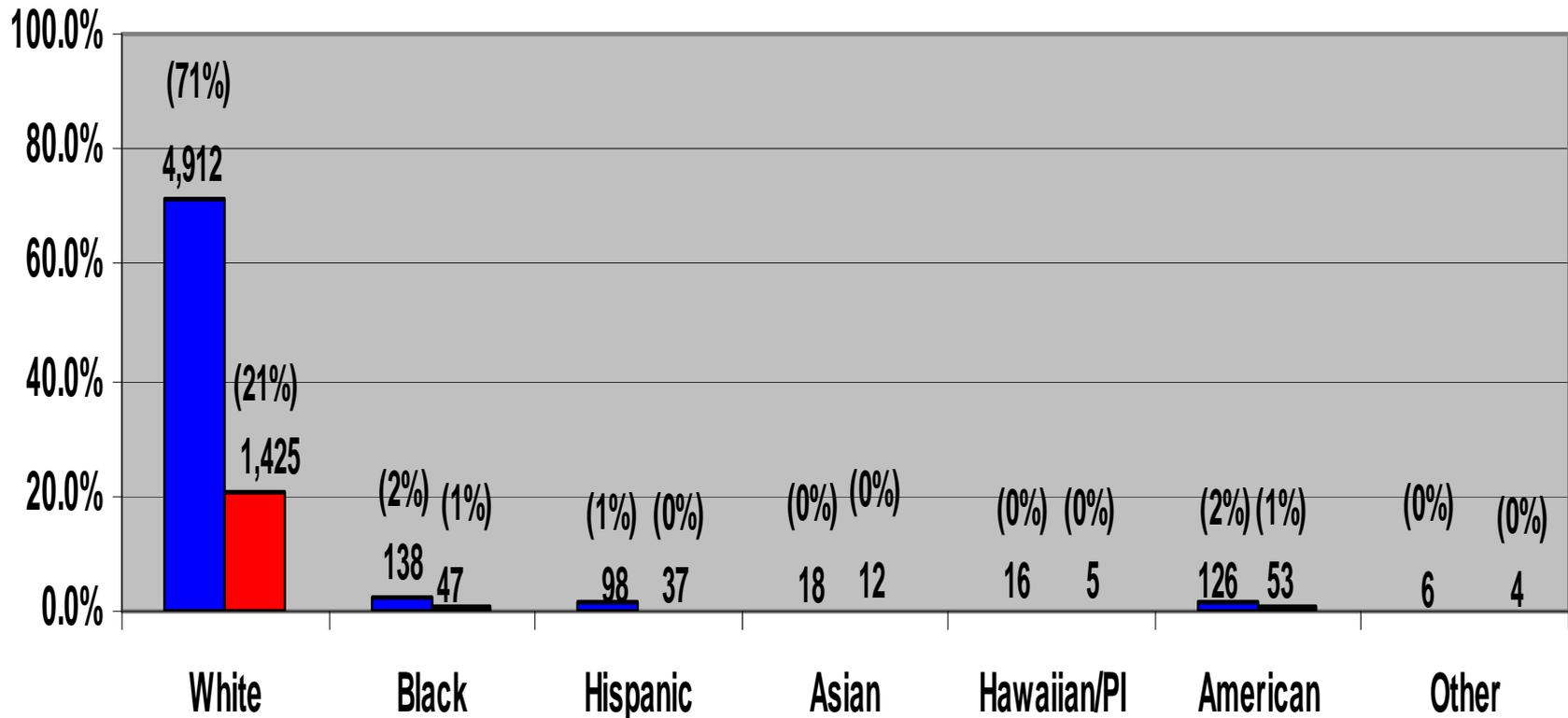
FY02 Data as of

6/29/04

# Conservation District

- ◆ **What is the make up of your District Board(s)?**

# RESOURCE CONSERVATION AND DEVELOPMENT (RC&D)

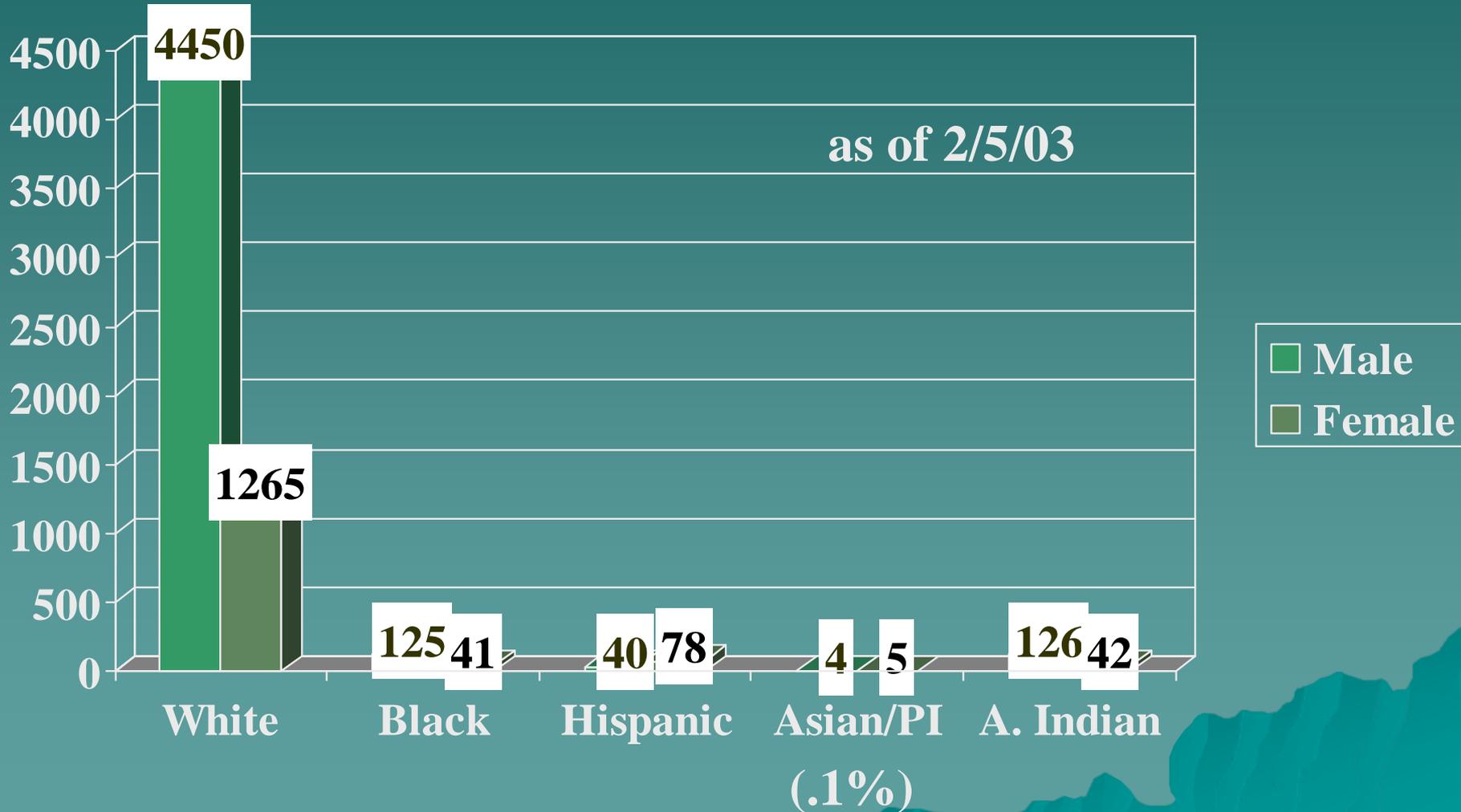


PRS Report 4.7 as of 6/29/04

Members with disabilities (160)



# RC&D Council Members – National Look



# RC&D Council Members

- ◆ What is the make up of the RC&D Council in your area?

# What is diversity?

- ◆ Gender
- ◆ Ethnicity
- ◆ Race
- ◆ Interest
- ◆ Skill set
- ◆ Geographic area
- ◆ Particular community or group
- ◆ Particular Ag Sector or commodity
- ◆ Other???

# Why bother to increase diversity?

- ◆ Better represent constituents of district area; better able to identify their needs and develop approaches, programs to address needs
- ◆ Increase buy in of conservation by various communities since they can see they are represented
- ◆ New blood -> hopefully new energy & new ideas

# Partnership Challenge

- ◆ The challenge is to provide every community with an opportunity to serve on boards/councils that address their community's natural resource issues.

# Meeting the Challenge

Recruiting people of different skills, backgrounds, and ethnicities is one method to enhance creativity and diversity on your boards and councils.

Ethnically and culturally diverse boards and councils can produce comprehensive and powerful solutions to community problems.

# Recruitment Questions

- ◆ Who is affected by your board/council's actions?
- ◆ What groups in the community should be represented?
- ◆ Does your board/council mirror the community?
- ◆ Is your board/council diverse?

# A Dozen Steps to Board Recruitment

1. Set goals and time line
2. Analyze demographic composition of counties and/or communities
3. Identify barriers and ways of overcoming those barriers
4. Identify community groups from which you could recruit
5. Identify leaders & ask them who should serve
6. Attain visibility in diverse communities

# A Dozen Steps to Recruitment

7. Identify benefits of serving to potential recruits
8. Identify additional resources needed
9. Ask your potential recruit to attend meetings or go out on projects
10. Close the deal by asking him/her to serve
11. Make a concerted effort to retain the new person
12. Evaluate your efforts

# Ten Steps to Outreach

1. Identify diverse group(s)
2. Analyze demographic composition of group(s)
3. Identify locations & develop map
4. Form partnership with appropriate community groups
5. Gather information on their needs

# Ten Steps to Outreach

6. Work with group to determine appropriate messages and mediums
7. Develop a schedule of specific activities designed to increase participation
8. Offer the “right mix” of services, programs, and/or activities
9. Determine and display the benefits
10. Evaluate, rethink and retool

## 5) Encourage District Board to develop a recruitment and outreach plan



# Summary

Recruiting and maintaining diverse boards and councils can facilitate community involvement from persons who previously had not been aware of the work of NRCS, NACD and NARC&DC which will result in the message of conservation being spread to a larger audience.

# For more information

- ◆ National Civil Rights Committee
- ◆ <http://www.nrcs.usda.gov/about/civilrights/>
- ◆ Social Sciences Team
- ◆ <http://www.ssi.nrcs.usda.gov>
- ◆ American Indian/Alaskan Native Association for NRCS
- ◆ [http://www.nrcs.usda.gov/partners/employee\\_org.html](http://www.nrcs.usda.gov/partners/employee_org.html)
- ◆ Asian Pacific Islander Organization
- ◆ [http://www.nrcs.usda.gov/partners/employee\\_org.html](http://www.nrcs.usda.gov/partners/employee_org.html)
- ◆ National Organization of Professional Black NRCS Employees
- ◆ [http://www.nrcs.usda.gov/partners/employee\\_org.html](http://www.nrcs.usda.gov/partners/employee_org.html)
- ◆ National Organization of Professional Hispanic NRCS Employees
- ◆ [http://www.usda.nrcs.gov/partners/employee\\_org.html](http://www.usda.nrcs.gov/partners/employee_org.html)

**USDA is an equal opportunity  
provider and employer**

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