

Alabama NRCS Outreach Plan 2010



Natural Resources Conservation Service
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**Natural Resources Conservation Service (NRCS)
Alabama Outreach Plan - Fiscal Year 2010**

Goal 1: Develop a system at the Field, RCD, Team, and State Office Levels that will increase awareness and ultimate participation in all programs administered by NRCS in Alabama.					
Objectives	Start	End	Responsible Person	Percent Complete	Comments
Objective 1.1 - Identify community and faith-based organizations by county.					
Action Item: Develop contact information for key leaders of community and faith-based organizations to assist NRCS in reaching the underserved.	11/1/09	9/30/10	DC's, RCD Coords., Outreach Team	0%	
Action Item: Develop a state database of community and faith-based organizations with contact information.	11/1/09	9/30/10	Yates, A. Love	0%	
Action Item: Invite key leaders of community and faith-based organizations to participate in NRCS sponsored meetings and events.	11/1/09	9/30/10	DC's, RCD Coords.	0%	
Action Item: Invite local agencies to participant in events sponsored by NRCS.	11/1/09	9/30/10	DC's, RCD Coords.	0%	
Objective 1.2 - Develop a system through Communications, Marketing, and Outreach to ensure NRCS becomes a part of and participates in events sponsored by existing and potential outreach partners.					
Action Item: Have key leaders/NRCS employees forward information on community and faith-based meetings and events to Director CMO.	11/1/09	9/30/10	Outreach Team, DC's, RCD Coords.	0%	
Action Item: Create a database of meetings and events.	11/1/09	9/30/10	Yates, A. Love		
Action Item: Develop policy and procedures to protect employees working outside regular working hours as it relates to outreach.	11/1/09	9/30/10	Management	0%	

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Objective 1.3 - Encourage each field and RCD office to institutionalize a system to communicate with community leaders within their service areas to foster relationships and record success stories.					
Action Item: Ensure outreach roles and responsibilities are identified in individual performance plans.	11/1/09	9/30/10	Supervisors	0%	
Action Item: Reward employees that demonstrate commitment to outreach activities.	11/1/09	9/30/10	Supervisors	0%	
Action Item: Each office should submit a minimum of two outreach success stories to CMO annually.	11/1/09	9/30/10	DC's, RCD Coords.	0%	
Objective 1.4 - Provide training through the CMO and ASTC (FO's) to ensure outreach activities become a part of how NRCS in Alabama conducts business.					
Action Item: Conduct outreach training via teleconferences.	11/1/09	9/30/10	CMO, ASTC (FO's)	0%	
Action Item: Ensure Outreach plan becomes a part of new supervisor and new employee orientation.	11/1/09	9/30/10	Management	0%	
Action Item: Incorporate outreach activities into state business plan.	11/1/09	9/30/10	Yates, A. Love	0%	
Objective 1.5 - Develop cooperative partnership agreements with the Alabama Association of RCD Councils that will facilitate opportunities to enter into sub agreements with community-based organizations at the RCD Council level to market NRCS programs.					
Action Item: Develop a cooperative agreement on outreach with the Alabama Association of RCD Councils.	11/1/09	9/30/10	Puckett Outreach Team	0%	
Action Item: Review and assess program participation by the underserved under the cooperative agreement with the Alabama Association of RCD Councils.	11/1/09	9/30/10	Outreach Team	0%	

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Objective 1.6 - Develop and execute a communication strategy for outreach.					
Action Item: Establish a State Outreach Team to ensure outreach is being institutionalized in NRCS in Alabama.	11/1/09	9/30/10	Puckett	0%	
Action Item: Communicate with Programs Staff to ensure program information is available and reaches outreach partnership level.	11/1/09	9/30/10	Yates, A. Love	0%	
Action Item: Develop and distribute, in consultation with the State Outreach Team, NRCS program materials to outreach partnerships ensuring materials are written at appropriate level. Explore opportunities to address language barriers as it relates to outreach activities.	11/1/09	9/30/10	Outreach Team, Yates, A. Love	0%	
Action Item: Provide representation on State Food and Agriculture Council Working Group to stay abreast of outreach opportunities within other agencies and institutions.	11/1/09	9/30/10	Yates, A. Love	0%	
Objective 1.7 - Demonstrate commitment to Outreach.					
Action Item: Establish a State Outreach Liaison position.	11/1/09	9/30/10	Puckett	0%	
Action Item: Establish a collateral duty Outreach Liaison for each team that will report to the ASTC (FO's).	11/1/09	9/30/10	Puckett	0%	
Action Item: Establish a budget for outreach activities.	11/1/09	9/30/10	Puckett Outreach Team	0%	

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Goal 2: Implement strategies to encourage and increase participation in NRCS programs with New and Beginning Farmers, Limited Resource Farmers, Socially Disadvantaged Farmers, Urban Farmers, Organic and Sustainable Family Farms, and Rural and Urban Community Based Organizations.					
Objectives	Start	End	Responsible Person	Percent Complete	Comments
Objective 2.1 - Work closely with universities, the Alabama Cooperative Extension System, and community-based organizations to get assessment of practices that are needed for targeted groups.					
Action Item: Work with Programs staff to create and enhance new BMP practices applicable to targeted groups.	11/1/09	9/30/10	Outreach Team, Yates, A. Love	0%	
Action Item: Encourage diversity on SWCD Boards, and RCD Councils through associate memberships.	11/1/09	9/30/10	Leadership Team, DC's, RCD Coords.	0%	
Action Item: Encourage diversity in NRCS staff.	11/1/09	9/30/10	Leadership Team	0%	