

NRCS OUTREACH STRATEGIC PLAN for Iowa

October 1, 2022 through September 30, 2026

Goal One: Provide leadership, guidance, training, and tools to meet outreach expectations and to conduct outreach activities and initiatives.		
Action Item	Who	Deadlines
Provide updated outreach training to all NRCS and partner staff through Microsoft Teams as needed.	State Outreach Coordinator (SOC)	9/30/24 9/30/26
Determine resources and tools needed for outreach activities and initiatives. Develop and distribute outreach resources and tools as approved by leadership.	SOC District Conservationists Leadership Team	9/30/23 9/30/24 9/30/25 9/30/26
Determine funding needs for outreach and cultural resources activities and initiatives that follow NRCS Outreach Policy and make recommendations to leadership.	SOC State Archaeologist (SA)/Cultural Resources Specialist (CRS) Leadership Team	9/30/23 9/30/24 9/30/25 9/30/26

Goal Two: Conduct business to ensure that all programs and services are made equally accessible to all customers and stakeholders, with emphasis on the underserved.		
Action Item	Who	Deadline
Utilize USDA-NASS Census of Agriculture and other sources to identify underserved customers and develop and implement strategies to serve them, including targeted conservation program outreach.	SOC District Conservationists	9/30/23 9/30/24 9/30/25 9/30/26

Identify possible actions to increase NRCS program benefits to underserved communities according to the NRCS Equity Action Plan FY22-26. (Priority Action 2.4a)	ASTC-Programs State Conservationist (STC)	9/30/23 9/30/24 9/30/25 9/30/26
Utilize stakeholders and partners to identify barriers experienced by underserved customers and potential methods to eliminate such barriers, creating equity in program availability and delivery.	SOC District Conservationists	9/30/23 9/30/24 9/30/25 9/30/26
Provide assistance, including Consultation, to the Sac and Fox Tribe of the Mississippi in Iowa (Meskwaki Nation) per the National Memorandum of Understanding (MOU) Among NRCS, FSA and BIA, GM410, part 405, Executive Order 13175, and Departmental Regulation 1350-001 (Consultation). This includes Meskwaki land in Palo Alto County.	Tribal Liaison AIAN SEPM ASTC-FO, NE Iowa ASTC-FO, NW Iowa STC	Ongoing
Provide assistance to the Omaha Tribe of Nebraska and the Winnebago Tribe of Nebraska, working jointly with Nebraska NRCS, including Consultation per the policies and Executive Orders shown above.	Tribal Liaison AIAN SEPM ASTC-FO, NW Iowa STC	Ongoing
Host an annual meeting with the State Historic Preservation Office and any tribes who consider Iowa as ancestral homelands to discuss cultural resources.	SA/CRS	9/30/23 9/30/24 9/30/25 9/30/26
Provide leadership and coordination of Women, Land and Legacy (WLL), enhancing existing WLL counties and expanding into new counties.	SOC WLL Counties	Ongoing
Coordinate all outreach efforts with state and local partners, community-based organizations, and other interested partners.	SOC District Conservationists	Ongoing

Provide leadership and coordination of urban agriculture efforts by leading teams/committees, training and assisting staff and partners with urban agriculture workload and projects.	SOC District Conservationists	Ongoing
Collaborate with FPAC Civil Rights Division for the Limited English Proficiency Program to develop translated publications as needed. Provide translated publications to limited English customers, staff, and the general public.	SOC	Ongoing

Goal Three: Evaluate all outreach efforts and activities to determine additional and future needs.		
Action Item	Who	Deadline
Utilize appropriate measurement and evaluation tools for capturing diverse outreach efforts and update efforts and needs accordingly.	District Conservationists	9/30/23
		9/30/24
		9/30/25
		9/30/26
Identify current program delivery gaps, roadblocks and opportunities and complete outreach activities to better serve underserved customers at the Field Office level.	District Conservationists	9/30/23
		9/30/24
		9/30/25
		9/30/26
Identify current program delivery gaps, roadblocks and opportunities and complete outreach activities to better serve underserved customers at the State level.	ASTC-Programs ASTC-M&S SOC	9/30/23
		9/30/24
		9/30/25
		9/30/26

Goal Four: Ensure all employees are held accountable for providing outreach services in a fair and equitable manner.

Action Item	Who	Deadline
Report all outreach efforts and accomplishments through the Area Civil Rights Advisory Committee (CRAC) Representative to include numbers of participants and which Civil Rights protected category they represent. Accomplishments will be reported to the State Office.	District Conservationists	Quarterly