



Tennessee Natural Resource Conservation Service

- **My Background**
- **Role as Outreach Coordinator**
- **Outreach Activities**
- **Diversity Day efforts**
- **Outreach Tracker**
- **Q&A**





TN Marketing and Outreach Plan

USDA - Natural Resources Conservation Service (NRCS) FY2023 TENNESSEE OUTREACH AND MARKETING PLAN Tennessee

Vision:

As an Agency dedicated to helping people help the land, both the land and the people benefit when our outreach efforts are inclusive. This means we are inclusive of all landowners regardless of their ethnicity, gender or gender preference, location, method of producing food, or any of the other characteristics that define the broadly diverse private landowners we serve in Tennessee.

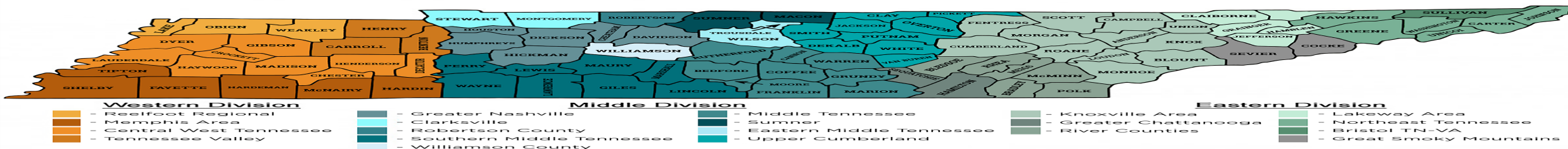
The vision of Outreach and Marketing in Tennessee is that we will reach out to and support all customers equally with quality information, technical assistance, conservation planning and access to Farm Bill programs.

Policy:

Outreach and Marketing is an integral part of the overall delivery of NRCS programs and services to customers and potential beneficiaries. NRCS will conduct business to ensure that all programs and services are made equally accessible to all customers, with emphasis on the underserved (National Outreach Policy GM_230_406 - Part 406).



| FY 2023 Tennessee Outreach Plan | | | | | | |
|---|---|------------|----------|--------------------------------|----------------|----------|
| Objective: To provide outreach to Underserved communities with emphasis on LGBT, Veterans, African Americans, Hispanic, Alaska Native American Indian, Asian and Pacific Islanders, Women, Disabled, and Urban Farming Communities. | | | | | | |
| Intended Outcome | Action | Start date | End date | Responsible Person | Date Completed | Comments |
| Promote and provide conservation assistance of all Farm Bill programs to diverse private landowners/increase importance of soil health. | Engage Special Emphasis Program Managers to understand and incorporate successful past outreach approaches into future opportunities. | 10/01/22 | 09/30/23 | STC | | |
| | Identify existing and new partners, RC&D Councils, Soil & Water Conservation Districts, nonprofits and community-based organizations on outreach efforts to historically underserved farmers, nontraditional. | 10/01/22 | 09/30/23 | ALL TLT | | |
| | Seek out and use opportunities to participate in meetings, workshops, seminars and other events to help promote conservation and provide hands-on technical assistance. | 10/01/22 | 09/30/23 | Field Offices ASTC-FO SOC | | |
| | Promote conservation planning and Farm Bill programs in underserved counties and encourage historically underserved farmers to participate. | 10/01/22 | 09/30/23 | Field Offices ASTC-FO | | |
| | Build stronger outreach relationships with traditional NRCS partners and Ag Industry: Conservation Districts, Extension Offices, and Established Farm Associations. | 10/01/22 | 09/30/23 | TLT Area Offices Field Offices | | |
| Identify and build rapport with producers/organizations in StrikeForce counties/food deserts | | 10/01/22 | 09/30/23 | ASTC-FO Field Offices SOC | | |





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| FY 2023 Tennessee Outreach Plan | | | | | | |
|--|--|------------|----------|-------------------------------|----------------|----------|
| Objective: Build and bridge relationships and coordinate field-level activities to reach our future leaders in agriculture. | | | | | | |
| Intended Outcome | Action | Start Date | End Date | Responsible Person | Date Completed | Comments |
| Attend community ag-related events, fairs, rotary clubs, etc. | Create calendar of events for the year and coordinate participation. | 10/01/22 | 09/30/23 | TLT | | |
| Work with high schools/Agricultural colleges/Land Grant Universities, including minority serving institutions. | Coordinate participation at career events at educational institutions. | 10/01/22 | 09/30/23 | CRAC | | |
| | Coordinate visits to the classroom at educational institutions. | 10/01/22 | 09/30/23 | TLT SEPMS Field Offices | | |
| | Create a database of key contacts for disseminating information and add to GovDelivery. | 10/01/22 | 09/30/23 | PAS | | |
| | Work with USDA 1890 Liaisons/ 1994 Tribal Scholar Program to explore ways to raise awareness and disseminate information about NRCS programs and activities. | 10/01/22 | 09/30/23 | SEPMS TLT Field Offices | | |
| | Participate in events at minority serving institutions. | 10/01/22 | 09/30/23 | SEPMS | | |
| | Work with employee organizations and minority student organizations: MANNRS, Black Student Unions, LGBT Pride groups, Women's, Veterans, American Indian/Asian Pacific Islander, Alaska Natives/American Indians, Hispanic, etc. | 10/01/22 | 09/30/23 | SEPMS | | |
| Establish an Outreach presence with Tennessee agricultural youth groups such as: 4-H, Future Farmers of America, etc. | Identify club leaders and grassroots organizations to maximize volunteer participation at NRCS events and to access farmers. | 10/01/22 | 09/30/23 | Field Offices SOC | | |

| FY 2023 Tennessee Outreach Plan | | | | | | |
|---|---|------------|----------|----------------------|----------------|---|
| Objective: Develop Communication and Media Tools for Effective Outreach across Tennessee. | | | | | | |
| Intended Outcome | Strategies | Start Date | End Date | Responsible Person | Date Completed | Comments |
| Develop a diverse catalogue of Success Stories that reflect our diverse customers | Work with Public Affairs staff to develop stories on historically underserved farmers. (Videos, PSA's, Flyers, Posters, etc.) At least one for each targeted group. | 10/01/22 | 09/30/23 | Field Offices SOC | | |
| Develop working relationships with local and national media serving targeted customer groups | Integrate Social Media: Twitter, YouTube, Podcast, LinkedIn, Flickr etc. | 10/01/22 | 09/30/23 | PAS | | |
| | Develop working relationship with key press (TV and Print). | 10/01/22 | 09/30/23 | PAS | | |
| Develop and continually update field office Outreach Reports to document Outreach activities and opportunities. | Monitor ProTracts program participation reports on a yearly basis. Highlight trends and equal access using the FPAC landing page dashboard | 10/01/22 | 09/30/23 | ASTC - M&S SOC | | Through the creation of the Outreach Log TN NRCS will be able to capture success stories and document the diverse customers TN NRCS has worked with |



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| FY 2022 Tennessee Outreach Plan | | | | | | |
|--|---|------------|----------|---|---|--|
| Objective: Supports USDA, Mission Area, and Agency strategic goals and objectives and contributes to the achievement of these Goals for Effective Outreach across Tennessee. | | | | | | |
| Intended Outcome | Strategies | Start Date | End Date | Responsible Person | Date Completed | Comments |
| Demonstrated support for agency strategic goals and initiatives within own organizational unit and contributes to the achievement of overall agency initiatives | Promote Climate Smart Ag through the promotion of EQIP and EQIP-CIC Programs and Climate Smart Agriculture and Forestry (CSAF) Mitigation practices, as well enhance Conservation Planning with Science- Based Tools and Information. | 10/01/22 | 09/30/23 | Field Offices Area Offices SOC ASTC-P SRC | | Outreach and Marketing Plan in each Area will be structured to have clear expectation and goals outlined |
| | Promote The Infrastructure Investment and Jobs Act (IIJA) allocation to the Watershed Programs to HU and LRA participants. | 10/01/22 | 09/30/23 | SCE SOC SRC | Continuous Effort | Strikeforce, EWP, and NFO's resources are being put towards HU and LRA participants |
| | Promote the Urban Ag initiative through EQIP, high tunnel fund pool, and NFOs to strengthen relationships with HUA participants, small farms and non-traditional producers. Working collaboratively with the Office of Urban Ag, and Innovative Production (OUAIP). | 10/01/22 | 09/30/23 | ASTC FO A3 Field Offices PAS SOC ASTC-P | ALCDC (4-24-22) LYFE PROJECT (6-7-22 & 6-8-22) | ALCDC Conference LYFE Project Convention |

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FY23 Outreach Updates

→ Outreach Tracker is live!

→ Area Diversity Day

→ Field Office Open Office Day



Outreach Tracker ★

Today ↑ ↓ January 2023 ▾

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-------|-----|-----|-------|-----|-----|-----|
| Jan 1 | 2 | 3 | Jan 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |
| 22 | 23 | 24 | 25 | 26 | 27 | 28 |

Questions?





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