



IOWA NRCS

YEAR STRATEGIC PLAN

2020-2024

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NATURAL RESOURCES CONSERVATION SERVICE
DES MOINES, IOWA



MISSION

We deliver conservation solutions so agricultural producers can protect natural resources and feed a growing world.

VISION

A world of clean and abundant water, healthy soils, resilient landscapes, and thriving agricultural communities through voluntary conservation.

CORE VALUES

S

SERVICE

NRCS is committed to providing the highest level of customer service.

E

EMPLOYEE TECHNICAL EXPERTISE

NRCS scientists and subject matter experts develop and deliver science-based conservation assistance and solutions

R

RELATIONSHIPS/PARTNERSHIPS

Effective conservation requires collaboration between agencies, organizations, and individuals across Iowa and the nation. NRCS utilizes a locally-led, cooperative process with partners to ensure the best conservation of natural resources.

V

VALUED & PRODUCTIVE WORKFORCE

NRCS is the employer of choice, providing tools for employees to achieve results, valuing diversity and offering training, opportunities for growth and a safe, healthy work environment.

I

INTEGRITY & TRUST

NRCS employees are accountable for our actions, dealing with all customers in a fair, consistent, and impartial manner while safeguarding the public trust.

C

COMMITMENT TO CONSERVATION

NRCS is committed to delivering conservation services in a manner that provides for the most positive impact to the natural resources.

E

ETHIC OF EXCELLENCE

NRCS employees are known for their passion and commitment to conservation in all they do, making NRCS the “go to” agency for sound, voluntary conservation assistance.

Strategic Goal 1

Provide high quality technical services that help our customers achieve their conservation goals.



objective

1.1

Ensure our understanding of NRCS customers' short- and long-term conservation goals.

- Make customer relationships a business priority by actively engaging customers on their land.
- Focus on employee communication skills and encourage engaging customer-focused dialogue.
- Empower technically-confident employees.

objective

1.2

Provide assistance that balances the needs of our customers and their land.

- Use our technical tools, knowledge and skills to recommend customers effective conservation solution options.
- Assistance for implementing conservation practices.

objective

1.3

Help customers achieve maximum return on their conservation investments through soil health practices.

- Help all customers and partners understand soil is a living ecosystem.
- Partner with others to demonstrate the economic benefits of improving soil health.
- Encourage customers to use soil health as a pro-active conservation strategy.

objective

1.4

Design a service delivery system that allows NRCS to maximize current and future conservation adoption.

- Routinely analyze conservation needs, workloads and demands across Iowa.
- Adopting new technology as it becomes economically viable.



Strategic Goal 2

Increase adoption of conservation in Iowa.



objective

2.1

Collaborate with Iowa's ag and conservation communities to expand opportunities for our customers.

- Promote partnerships and NRCS partnership programs.
- Develop new partner working relationships to accelerate conservation adoption progress.
- Combine resources with our partners to maximize opportunities for our mutual customers to improve soil health and water quality.

objective

2.2

Clarify and improve NRCS processes for private sector service providers and partners who support our customers.

- Identify the processes, tools and guidance needing clarification through continual process improvement.
- Develop/Revise/Fix/Make User-Friendly
- Provide training for uniform understanding and adoption of improved tools and processes

objective

2.3

Encourage lasting adoption of conservation practices and farm management to improve soil health and water quality.

- Build local partnerships to achieve and maintain conservation progress.
- Focus on customer's long-term conservation goals, using financial assistance for initial adoption.
- Help customers recognize the long-term benefits of conservation practices.
- Identify local conservation leaders and facilitate farmer-to-farmer learning opportunities.
- Provide field-based, hands-on learning opportunities for employees to build strong, confident soil health advocates.

objective

2.4

Empower and encourage customers to be an advocate for conservation.

- Develop and foster conservation farmer mentor relationships.
- Engage local soil health champions
- Provide resources and support to field staff for developing locally-based soil health customer-focused engagement.





To learn more about Iowa NRCS,
visit our website at:

www.ia.nrcs.usda.gov

Helping People Help the Land



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*USDA is an equal opportunity provider,
employer and lender.*