

2015 President's Budget
Office of the Secretary
Office of Advocacy and Outreach

Contents

Purpose Statement	3-1
Statement of Available Funds and Staff Years	3-2
Permanent Positions by Grade and Staff Years Summary.....	3-2
Salaries and Expenses	
Appropriations Language	3-3
Lead-Off Tabular Statement.....	3-3
Project Statement.....	3-4
Justifications	3-4
Geographic Breakdown of Obligations and Staff Years.....	3-5
Classification by Objects	3-5
Shared Funding Projects.....	3-6
Status of Programs.....	3-7
Summary of Budget and Performance	
Statement of Goals and Objectives.....	3-12
Key Performance Outcomes and Measures.....	3-12
Full Cost by Strategic Objective.....	3-13

OFFICE OF THE SECRETARY
OFFICE OF ADVOCACY AND OUTREACH

Purpose Statement

The Office of Advocacy and Outreach (OAO) was established as an office under the Food, Conservation, and Energy Act of 2008, Section 14013, P.L. 110-246 in October 2009. Section 12201 of the FY 2014 Farm Bill added new language to the Outreach and assistance for socially disadvantaged farmers and ranchers program to include veteran farmers and ranchers. The funds will be appropriated to Commodity Credit Corporation and transferred to OAO. OAO's purpose is to improve access to USDA programs and enhance the viability and profitability of small farms and ranches, beginning farmers and ranchers, socially disadvantaged farmers and ranchers and veteran farmers and ranchers. Through these actions, OAO will support the Department's commitment to ensuring that all USDA constituents, including historically underserved groups and veteran farmers and ranchers, have the opportunity to participate in and benefit from the programs offered by the Department. OAO serves as an advocate for underserved constituents and as an avenue for them to have input into programmatic and policy decisions to improve their viability and profitability.

OAO has two liaisons in Alabama, and one liaison in Louisiana, Maryland, Virginia, Georgia, North Carolina, Missouri, Oklahoma, Arkansas, Mississippi, Delaware, West Virginia, North Dakota, Tennessee, and Texas. As of September 30, 2013, there were 42 permanent full-time OAO employees including 26 employees in Washington, DC, and 16 located in the field.

OIG Reports – Closed

91011-0001-21 2013 Controls over the Grant Management Process of the Office of Advocacy and Outreach

OFFICE OF THE SECRETARY
OFFICE OF ADVOCACY AND OUTREACH

Available Funds and Staff Years (SYs)
(Dollars in thousands)

Item	2012 Actual		2013 Actual		2014 Estimate		2015 Estimate	
	Amount	SYs	Amount	SYs	Amount	SYs	Amount	SYs
Salaries and Expenses:								
Discretionary Appropriations.....	\$1,209	5	\$1,422	7	\$1,209	9	\$1,217	9
Mandatory Appropriations.....	20,000	6	-	-	10,000	-	10,000	-
Rescission.....	-	-	-39	-	-	-	-	-
Sequestration.....	-	-	-63	-	-	-	-	-
Total Available.....	21,209	11	1,320	7	11,209	9	11,217	9
Lapsing Balances.....	-35	-	-43	-	-	-	-	-
Subtotal Obligations, OAO.....	21,174	11	1,277	7	11,209	9	11,217	9
Obligations under other USDA appropriations:								
1890 Initiatives.....	3,083	22	2,773	21	2,787	21	2,787	21
1994 Program.....	810	5	725	4	743	4	743	4
Hispanic Serving Institutions.....	2,033	12	1,874	11	1,890	10	1,890	10
Office of Small Farms Coordination.....	-	-	-	-	185	1	185	1
Beginning Farmers and Ranchers- Advisory Committee.....	-	-	-	-	80	-	80	-
Other OAO Reimbursable.....	871	-	1,218	2	1,000	2	1,000	2
Total, Other USDA.....	6,797	39	6,590	38	6,685	38	6,685	38
Total, OAO.....	27,971	50	7,867	45	17,894	47	17,902	47

Permanent Positions by Grade and Staff Year Summary

Item	2012 Actual			2013 Actual			2014 Estimate			2015 Estimate		
	Wash.		Total	Wash.		Total	Wash.		Total	Wash.		Total
	D.C.	Field		D.C.	Field		D.C.	Field		D.C.	Field	
SES.....	1	-	1	1	-	1	1	-	1	1	-	1
GS-15.....	7	-	7	7	-	7	6	-	6	6	-	6
GS-14.....	4	-	4	4	-	4	4	-	4	4	-	4
GS-13.....	1	12	13	1	13	14	1	13	14	1	13	14
GS-12.....	1	7	8	1	8	9	1	7	8	1	7	8
GS-11.....	13	-	13	10	-	10	9	-	9	9	-	9
GS-9.....	3	-	3	3	-	3	2	-	2	2	-	2
GS-7.....	2	-	2	1	-	1	1	-	1	1	-	1
GS-6.....	3	-	3	3	-	3	2	-	2	2	-	2
GS-5.....	2	-	2	-	-	-	-	-	-	-	-	-
Other Graded Pos.....	4	-	4	-	-	-	-	-	-	-	-	-
Total Perm. Pos.....	41	19	60	31	21	52	27	20	47	27	20	47
Unfilled, EOY.....	13	2	15	5	5	10	-	-	-	-	-	-
Total, Perm. Full-Time Employment EOY.....	28	17	45	26	16	42	27	20	47	27	20	47
Staff Year Est.....	40	10	50	27	18	45	27	20	47	27	20	47

OFFICE OF THE SECRETARY
OFFICE OF ADVOCACY AND OUTREACH

The estimates include appropriation language for this item as follows (new language underscored; deleted matter enclosed in brackets):

Salaries and Expenses:

For necessary expenses of the Office of the Secretary, [~~\$43,778,000~~] \$46,816,000, of which not exceed [~~\$5,051,000~~] \$5,086,000 shall be available for the immediate Office of the Secretary; not to exceed [~~\$498,000~~] \$502,000 shall be available for the Office of Tribal Relations; not to exceed [~~\$1,496,000~~] \$1,507,000 shall be available for the Office of Homeland Security and Emergency Coordination; not to exceed [~~\$1,209,000~~] \$1,217,000 shall be available for the Office of Advocacy and Outreach; not to exceed [~~\$23,590,000~~] \$26,470,000 shall be available for the Office of the Assistant Secretary for Administration, of which [~~\$22,786,000~~] \$25,661,000 shall be available for Departmental Administration to provide for necessary expenses for management support services to offices of the Department and for general administration, security, repairs and alterations, and other miscellaneous supplies and expenses not otherwise provided for and necessary for the practical and efficient work of the Department; not to exceed [~~\$3,869,000~~] \$3,897,000 shall be available for the Office of the Assistant Secretary for Congressional Relations to carry out the programs funded by this Act, including programs involving intergovernmental affairs and liaison within the executive branch; and not to exceed [~~\$8,065,000~~] \$8,137,000 shall be available for the Office of Communications: *Provided*, That the Secretary of Agriculture is authorized to transfer funds appropriated for any office of the Office of the Secretary to any other office of the Office of the Secretary: *Provided further*, That no appropriation for any office shall be increased or decreased by more than 5 percent: *Provided further*, That not to exceed \$11,000 of the amount made available under this paragraph for the immediate Office of the Secretary shall be available for official reception and representation expenses, not otherwise provided for, as determined by the Secretary: *Provided further*, That the amount made available under this heading for Departmental Administration shall be reimbursed from applicable appropriations in this Act for travel expenses incident to the holding of hearings as required by 5 U.S.C. 551-558; *Provided further*, That funds made available under this heading for the Office of the Assistant Secretary for Congressional Relations may be transferred to agencies of the Department of Agriculture funded by this Act to maintain personnel at the agency level [*Provided further*, That no funds made available under this heading for the Office of the Assistant Secretary for Congressional Relations may be obligated after 30 days from the date of enactment of this Act, unless the Secretary has notified the Committees on Appropriations of both Houses of Congress on the allocation of these funds by USDA agency].

The first change in language is for the purpose of deleting restrictive language in the Consolidated Appropriations Act, 2014, that requires Congressional notification prior to funds being obligated after 30 days from the date of enactment.

Lead-Off Tabular Statement

Budget Estimate, 2015.....	\$1,217,000
2014 Enacted	<u>1,209,000</u>
Change in Appropriation	<u>+8,000</u>

Summary of Increases and Decreases

(Dollars in thousands)

	2012	2013	2014	2015	2015
	<u>Actual</u>	<u>Change</u>	<u>Change</u>	<u>Change</u>	<u>Estimate</u>
Discretionary Appropriations:					
Office of Advocacy and Outreach.....	\$1,209	+\$111	-\$111	+\$8	\$1,217

OFFICE OF THE SECRETARY
OFFICE OF ADVOCACY AND OUTREACH

Project Statement
Appropriations Detail and Staff Years (SYs)
(Dollars in thousands)

Program	2012 Actual		2013 Actual		2014 Estimate		Inc. or Dec.		2015 Estimate	
	Amount	SYs	Amount	SYs	Amount	SYs	Amount	SYs	Amount	SYs
Discretionary Appropriations:										
Office of Advocacy and Outreach.....	\$1,209	5	\$1,320	7	\$1,209	9	+\$8 (1)	-	\$1,217	9
Mandatory Appropriations:										
Disadvantaged Farmers and Ranchers- and Veteran Farmers and Ranchers.....	20,000	6	-	-	10,000	-	-	-	10,000	-
Rescissions, Transfers, and Seq. (Net).....	-	-	102	-	-	-	-	-	-	-
Total Appropriation.....	21,209	11	1,422	7	11,209	9	+8	-	11,217	9
Rescission.....	-	-	-39	-	-	-	-	-	-	-
Sequestration.....	-	-	-63	-	-	-	-	-	-	-
Total Available.....	21,209	11	1,320	7	11,209	9	+8	-	11,217	9
Lapsing Balances.....	-35	-	-43	-	-	-	-	-	-	-
Total Obligations.....	21,174	11	1,277	7	11,209	9	+8	-	11,217	9

Project Statement
Obligations Detail and Staff Years (SYs)
(Dollars in thousands)

Program	2012 Actual		2013 Actual		2014 Estimate		Inc. or Dec.		2015 Estimate	
	Amount	SYs	Amount	SYs	Amount	SYs	Amount	SYs	Amount	SYs
Discretionary Obligations:										
Office of Advocacy and Outreach.....	\$1,186	5	\$1,277	7	\$1,209	9	+\$8 (1)	-	\$1,217	9
Mandatory Obligations:										
Disadvantaged Farmers and Ranchers- and Veteran Farmers and Ranchers.....	19,988	6	-	-	10,000	-	-	-	10,000	-
Total Obligations.....	21,174	11	1,277	7	11,209	9	+8	-	11,217	9
Lapsing Balances.....	35	-	43	-	-	-	-	-	-	-
Total Available.....	21,209	11	1,320	7	11,209	9	+8	-	11,217	9
Rescission.....	-	-	39	-	-	-	-	-	-	-
Sequestration.....	-	-	63	-	-	-	-	-	-	-
Total Appropriation.....	21,209	11	1,422	7	11,209	9	+8	-	11,217	9

Justification of Increases and Decreases

The base funds will continue to support the mission of OAO to improve access to USDA programs and enhance the viability and profitability of small farms and ranches, beginning farmers and ranchers, and socially disadvantaged farmers and ranchers.

- (1) An increase of \$8,000 for the Office of Advocacy and Outreach (\$1,209,000 and 9 staff years available in 2014).
 - a) An increase of \$8,000 for pay costs (which includes \$2,000 for annualization of the fiscal year in 2014 pay raise and \$6,000 for the anticipated fiscal year 2015 pay raise).
This increase is needed to maintain the current level of staffing to ensure OAO staffs serve as advocates for underserved constituents and as an avenue for them to have input into programmatic and policy decisions to improve their viability and profitability.

OFFICE OF THE SECRETARY
OFFICE OF ADVOCACY AND OUTREACH

Geographic Breakdown of Obligations and Staff Years
(Dollars in thousands and Staff Years (SYs))

State/Territory	2012 Actual		2013 Actual		2014 Estimate		2015 Estimate	
	Amount	SYs	Amount	SYs	Amount	SYs	Amount	SYs
District of Columbia.....	\$21,174	11	\$1,277	7	\$11,209	9	\$11,217	9
Lapsing Balances.....	35	-	43	-	-	-	-	-
Total, Available.....	21,209	11	1,320	7	11,209	9	11,217	9

Direct Appropriation
Classification by Objects
(Dollars in thousands)

	2012 Actual	2013 Actual	2014 Estimate	2015 Estimate
Personnel Compensation:				
Washington D.C.....	\$650	\$678	\$684	\$697
11 Total personnel compensation.....	650	678	684	697
12 Personal benefits.....	125	171	178	182
13.0 Benefits for former personnel.....	-	-	-	-
Total, personnel comp. and benefits.....	775	849	862	879
Other Objects:				
21.0 Travel and transportation of persons.....	140	16	14	12
23.3 Communications, utilities, and misc. charges.....	15	47	49	49
24.0 Printing and reproduction.....	19	26	20	18
25.2 Other services from non-Federal sources.....	31	35	35	35
25.3 Other purchases of goods and services from Federal sources.....	167	266	196	196
26.0 Supplies and materials.....	38	34	30	25
31.0 Equipment.....	1	4	3	3
Total, Other Objects.....	411	428	347	338
99.9 Total, new obligations.....	1,186	1,277	1,209	11,217
Position Data:				
Average Salary (dollars), SES Position.....	\$175,200	\$175,200	\$175,200	\$175,200
Average Salary (dollars), GS Position.....	\$94,969	\$94,969	\$95,919	\$98,916
Average Grade, GS Position.....	13.3	13.3	13.3	13.4

OFFICE OF THE SECRETARY
OFFICE OF ADVOCACY AND OUTREACH

Disadvantaged Farmers and Ranchers and Veteran Farmers and Ranchers

Classification by Objects

(Dollars in thousands)

	2012	2013	2014	2015
	<u>Actual</u>	<u>Actual</u>	<u>Estimate</u>	<u>Estimate</u>
Personnel Compensation:				
Washington D.C.....	\$416	-	-	-
11 Total personnel compensation.....	416	-	-	-
12 Personal benefits.....	116	-	-	-
Total, personnel comp. and benefits.....	532	-	-	-
Other Objects:				
21.0 Travel and transportation of persons.....	6	-	6	6
23.3 Communications, utilities, and misc. charges.....	6	-	6	6
24.0 Printing and reproduction.....	5	-	5	5
25.2 Other services from non-Federal sources.....	145	-	144	144
25.3 Other purchases of goods and services from Federal sources.....	250	-	200	200
31.0 Equipment.....	-	-	5	5
41.0 Grants.....	19,044	-	9,634	9,634
Total, Other Objects.....	19,456	-	10,000	10,000
99.9 Total, new obligations.....	19,988	-	10,000	10,000
Position Data:				
Average Salary (dollars), SES Position.....	\$175,200	-	-	-
Average Salary (dollars), GS Position.....	\$100,904	-	-	-
Average Grade, GS Position.....	13.5	-	-	-

OFFICE OF THE SECRETARY
OFFICE OF ADVOCACY AND OUTREACH

Shared Funding Projects

(Dollars in thousands)

	2012	2013	2014	2015
	<u>Actual</u>	<u>Actual</u>	<u>Estimate</u>	<u>Estimate</u>
Working Capital Fund:				
Administration:				
Beltsville Service Center.....	\$9	\$4	\$5	\$5
Mail and Reproduction Management.....	-	47	44	8
Procurement Operations.....	-	9	8	9
Integrated Procurement System.....	4	3	3	3
Subtotal.....	<u>13</u>	<u>63</u>	<u>60</u>	<u>25</u>
Communications:				
Creative Media & Broadcast Center.....	41	23	3	39
Finance and Management:				
NFC/USDA.....	7	11	14	15
Financial Systems.....	125	119	17	17
Internal Control Support Services.....	1	2	1	1
Subtotal.....	<u>133</u>	<u>132</u>	<u>32</u>	<u>33</u>
Information Technology:				
NITC/USDA.....	24	58	13	13
Telecommunications Services.....	303	208	181	187
Subtotal.....	<u>327</u>	<u>266</u>	<u>194</u>	<u>200</u>
Correspondence Management.....	1	20	18	21
Total, Working Capital Fund.....	<u>515</u>	<u>504</u>	<u>307</u>	<u>318</u>
Department-Wide Reimbursable Programs:				
1890's USDA Initiatives.....	1	1	-	-
E-GOV Initiatives HSPD-12.....	1	1	1	1
Medical Services.....	1	2	2	2
Pre-authorizing Funding.....	1	1	-	-
Sign Language Interpreter Services.....	2	3	1	1
Total, Department-Wide Reimbursable Programs.....	<u>6</u>	<u>8</u>	<u>4</u>	<u>4</u>
E-Gov:				
Enterprise Human Resources Intigration.....	2	-	-	-
E-Training.....	2	2	1	1
Integrated Acquisition Environment - Loans and Grants.....	1	-	-	-
Total, E-Gov.....	<u>5</u>	<u>2</u>	<u>1</u>	<u>1</u>
Agency Total.....	<u>526</u>	<u>514</u>	<u>312</u>	<u>323</u>

OFFICE OF THE SECRETARY
OFFICE OF ADVOCACY AND OUTREACH

STATUS OF PROGRAM

The Office of Advocacy and Outreach (OAO) office was established by Section 14013 of the Food, Conservation, and Energy Act of 2008 (2008 Farm Bill), P.L. 110-246.

OAO supports and advances USDA's commitments to "cultural transformation" and to ensuring that all USDA constituents, including historically underserved groups, have the opportunity to participate in and benefit from the programs offered by USDA. It serves as an advocate for historically underserved groups, providing an avenue for them to have input into and participate in USDA programs and policy; and it provides outreach on behalf of USDA to engage historically underserved groups.

Current activities:

OAO is responsible for five USDA programs: (1) Socially Disadvantaged Farmers Program; (2) Small Farms and Beginning Farmers and Ranchers Program; (3) Farm Worker Coordination Program (4) Higher Education Institutions Program (including programs for 1890 Land-Grant institutions, 1994 Land-Grant institutions and Hispanic-Serving institutions); and (5) the Community Engagement Program. With respect to these programs, OAO provides management, direction, guidance and supervision. It conducts strategic planning; it plans, coordinates and implements outreach and other activities; and it measures program performance. It promotes and keeps the public informed about these programs on a dedicated web site (<http://www.outreach.usda.gov/>).

OAO administers, as part of its Socially Disadvantaged Farmers Program, grants under the Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers Program (Section 2501, Public Law 101-624, 7 U.S.C 2279). The grant program was not funded for 2013. However, OAO remains responsible for management of grants awarded under this program.

In addition, OAO supports the following Federal Advisory Committees: the Advisory Committee on Beginning Farmers and Ranchers; the Minority Farmer Advisory Committee; and the USDA Small Farms Working Group and Office of Small Farms Coordination.

Selected Examples of Recent Progress:

In 2013, OAO under the—

Socially Disadvantaged Farmers Program:

- Oversaw outstanding grants and provided management support to remaining grantees;
- Performed administrative functions necessary to ensure adequate controls are in place for appropriate program management, as the program is ended;
- Closed the Office of the Inspector General's FY 2012 audit regarding grant management practices;
- Provided capacity building training for unfunded grantees;
- Conducted bi-monthly meetings with grantees, connecting them with USDA program leaders;
- Put in place internal controls to ensure program effectiveness; and
- Managed the Minority Farm Register to maintain a database of minority farmers and keep them informed of current USDA activities and funding opportunities.

Small Farms and Beginning Farmers and Ranchers Program:

- Worked closely with and supported the Advisory Committee on Beginning Farmers and Ranchers, which was created by section 5 of the Agricultural Credit Improvement Act of 1992 (Pub. L. 102-554) and is charged with enhancing and expanding federal partnerships to provide financing for beginning farmers and ranchers;
- Supported the Small and Beginning Farmers Working Group in collaborating with subject matter experts from various USDA agencies regarding the barriers and sustainability of small and beginning farmers and ranchers;
- Collaborated with USDA agencies to assist customers in better understanding credit, tax, tenure, and other USDA program requirements; and
- Partnered with the National Food and Agriculture Council (NFAC) to oversee USDA for Veterans, Reservists, and Military Families, an interagency task force charged with developing program outreach and delivery strategies targeted to veterans, reservists and their families.

OFFICE OF THE SECRETARY
OFFICE OF ADVOCACY AND OUTREACH

Farm Worker Coordination Program:

- Continued partnerships with U.S. Department of Education (Migrant Education Department), Health and Human Services (Migrant Health), Environmental Protection Agency (Pesticide Protection Division), Department of Labor (Wage and Hour Division), and the Department of Justice (Civil Rights Division);
- Engaged “Cesar Chavez Interns” from the College Assistance Migrant Program at the U.S. Department of Education with USDA Interns;
- Participated in listening sessions, attended farmworker conferences and otherwise maintained external communications with farmworker organizations to continually assess and prioritize the needs of farmworker communities;
- Developed partnerships with local nongovernmental organizations (NGOs) to maximize the use of all USDA programs within the farmworker community;
- Coordinated meetings of farmworkers and federal partners to discuss opportunities to better meet the needs of farmworkers and their families;
- Participated in meetings with the Farmworker Justice and other organizations regarding E-verify and its impact on farmworkers;
- Organized meetings with stakeholders regarding the proposed Worker Protection Standards regulation, which must be approved by USDA Office of Pest Management;
- Organized visits to 7 agricultural fields to document the current working conditions of migrant farmworkers, determining sites to visit, making on-ground arrangements, translating release forms and serving as translator for the photographers and farmworkers;
- Partnered with the United States Citizenship Immigration Services (USCIS) to host a webinar about different programs at USCIS that could be helpful to farmworker communities;
- Helped to organize a farmworker community forum in Santa Paula California, identifying local government officials to participate in roundtable discussions about challenges and opportunities facing farmworkers; and
- Sponsored Farmworker Women’s Conference, engaging the Environmental Protection Agency, Department of Labor, Housing and Urban Development (HUD), Health and Human Services and Department of Justice.

Higher Education Institutions Program:

1890 Land-Grant Institutions National Program:

- Assisted USDA agencies in the placement of over 200 high school and college interns in various mission areas within USDA, both in Washington DC and throughout the Nation.
- Served on the planning committee to develop the curriculum for the second annual Urban Agriculture Academy, which partners with state and local Legislative Service Organizations, 1890 Land Grant institutions and some 20 other HBCUs to bring agriculture programs to students and educators;
- Partnered with the publishers of “Minority Landowner Magazine” and the Maysville Ledger Independent newspaper in Kentucky, to publish an article highlighting the 15th Small, Minority Limited Resource Farm conference;
- Partnered with major private industry and agriculture organizations, other USDA agencies, and local entities to host more than 40,500 people at more than 1,000 local events across the Southwest and the Southeast aimed at creating awareness of agricultural opportunities;
- Created opportunities for 33 students at 1890 Land-Grant institutions to study agriculture or a related discipline; and
- Facilitated Southern University’s participation in Cooperative Agreements with 5 USDA agencies, resulting in increased support for student recruitment to agriculture or related science disciplines at Southern University.

1994 Land-Grant Institutions National Program:

- Identified disparities in programming and funding for Tribal Colleges and Universities (TCUs), using USDA agencies’ self-reports;
- Compiled recommendations for engaging USDA and American Indian Higher Education Consortium, resulting in a MOU between USDA and 1994 Land-Grant institutions;
- Engaged USDA, state government, NGOs, and a tribal agriculture council to improve coordination with farmers and producers and 1994 Land-Grant institutions in Michigan, specifically Bay Mills Community College,

OFFICE OF THE SECRETARY
OFFICE OF ADVOCACY AND OUTREACH

creating a resource guide which will be useful to USDA in encouraging collaboration and enhancing capacity at 1994 Land-Grant institutions in other communities;

- Worked with Rural Development, and the Office of the Assistant Secretary for Civil Rights Office to design Pathways-compliant internship opportunities for students at TCUs;
- Conducted the USDA Terra Preta do Indio Fellowship program, training staff at 14 1994 Land-Grant institutions on developing land-grant strategic plans and USDA program staff on the needs and capabilities of various TCUs; and
- Partnered with the Department of Interior to fund pilot project to place AmeriCorps/Vista staff at eight 1994 Land-Grant institutions to help build their capacity relative to conservation and land-management.

Hispanic-Serving Institutions National Program:

- Participated in over 397 events, making 289 presentations and 246 visits to 99 Hispanic-Serving Institutions (HSIs), 37 emerging HSIs, and twenty-one K-12 schools serving Hispanic students, to promote USDA grant opportunities, programs, activities and resources;
- Hosted a class of 10 E. Kika De La Garza fellows, representing 10 HSIs in 6 states and Puerto Rico, who worked with scientists from USDA's Agricultural Research Service (ARS);
- Worked with Hispanic American Colleges and Universities (HACU) to recruit and place in internships at USDA 97 students from HSIs;
- Worked with the USDA Junior Agricultural Ambassadors Program to provide 7 students at Hispanic-serving high schools in Texas and California with the opportunity to intern with ARS and the Texas A&M Agrilife Extension 4-H Program and attend a leadership development program in Washington, DC;
- Supported and executed in partnership with Texas A&M University, ARS, HSIs and Hispanic Serving School Districts the Future Scientists Program in which more than 9,100 students participated;
- Engaged in outreach at the 26th Annual HACU Conference, which drew over 1,500 participants, including HSI presidents, community and corporate leaders, government officials, and over 350 HSI student leaders from across the country. Eight USDA agencies and 4 staff offices participated in the conference as exhibitors, presenters and guest speakers; and USDA was the recipient of the "Outstanding HACU Public Sector Partner Award," in recognition of USDA's success in advancing Hispanic education;
- Established a partnership with the Inter-American Institute for Cooperation on Agriculture (IICA), HACU and USDA which has resulted in an MOU to create international agriculture study opportunities for HIS students. Two students from Florida International University gained international agriculture experience with IICA in Costa Rica and Bahamas, where they worked on projects to improve agricultural competitiveness and sustainability;
- Coordinated in partnership with Northeastern Illinois University and the ARS National Center for Agricultural Utilization Research (NCAUR) the second annual spring immersion program in Peoria, IL to expose students to agriculture research science. Students spent their spring break at the NCAUR facility and had the opportunity to conduct agriculture research with the mentorship of USDA ARS scientists;
- Launched the USDA/HSI Virtual Internship initiative, which uses technology to facilitate remote experiential learning. Under this initiative, graduate students from Florida International University interned with Foreign Agriculture Service (FAS)/Washington, DC and undergraduate students from Broward College interned with FAS/Santo Domingo;
- Established a partnership between and the Foundation for International Community Assistance to provide summer international research opportunities for graduate students attending HSIs;
- Hosted "Advancing Higher Education, Science and Outreach," a capacity-building grants conference attended by more than 350 faculty and administrators from HSIs in 12 states and Puerto Rico, where attendees learned about funding opportunities at USDA, Department of Education, HUD, National Endowment for the Arts, National Institutes of Health, and National Aeronautics and Space Administration;
- Built capacity to engage all Historically Black Colleges and Universities (HBCUs) by dedicating personnel, planning and other resources for outreach to and engagement of the 85 HBCUs that are not 1890 land grant institutions, but which represent a significant historically underserved group; and
- Explored and is in the process of developing MOU with the National Association for Equal Opportunity in Higher Education that contributes to the fulfillment of the USDA mission by focusing on the following: (a) promoting agriculture, food and environmental sciences and other agriculture-related careers for students attending HBCUs and Predominantly Black Institutions (PBIs); (b) increasing employment opportunities in

OFFICE OF THE SECRETARY
OFFICE OF ADVOCACY AND OUTREACH

USDA for students attending HBCUs and PBIs; and (c) supporting capacity enhancement of HBCUs and PBIs and their faculty.

Cultural Transformation:

- Implemented the REGStats Database Tool, which displays farm-related program utilization data on the OAO website for public access;
- Received a "Green Status" for implementing the REGStats Database Tool;
- Established partnerships for collaboration and outreach with Peace Corps, AmeriLand Trust, Federal Communications Commission, Federal Deposit Insurance Corporation, Women in Ag, Intertribal Agricultural Council, and the NFAC;
- Hosted quarterly Partners' Calls to foster communications among USDA grantees, stakeholders and farming organizations; and
- Oversaw the Hispanic and Women's Claims Process.

OFFICE OF THE SECRETARY
OFFICE OF ADVOCACY AND OUTREACH

Summary of Budget and Performance
Statement of Agency Goals and Objectives

The Office of Advocacy and Outreach (OAO) was established as an office under the Food, Conservation, and Energy Act of 2008, Section 14013, P.L. 110-246. The Director of OAO reports to the Assistant Secretary for Administration under the Departmental Management organization. The mission of OAO is to increase access to programs of the Department and increase the viability and profitability of small farms and ranches, beginning farmers or ranchers, and socially disadvantaged farmers or ranchers.

USDA Strategic Goal: Create a USDA for the 21st century that is high-performing, efficient, and adaptable.

Objective 5.1: Develop a customer-centric, inclusive, and high-performing workforce by investing in and engaging employees to improve service delivery.

Objective 5.3: Maximize the return on taxpayer investment in USDA through enhanced stewardship activities and focused program evaluations.

Agency Strategic Goal	Agency Objective	Programs that Contribute	Key Outcome
Increase access to programs of the Department, and increase the viability and profitability of small farms and ranches, beginning farmers or ranchers, and socially disadvantaged farmers or ranchers, and veteran farmers and ranchers.	Ensure the Department and its programs are open and transparent.	Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers and veteran farmers and ranchers Competitive Grants Program.	Increase the viability and profitability of small farms and ranches, beginning farmers or ranchers, socially disadvantaged farmers or ranchers and veteran farmers and ranchers.

Key Performance Measures and Targets:

Measure	2009 <u>Actual</u>	2010 <u>Actual</u>	2011 <u>Actual</u>	2012 <u>Actual</u>	2013 <u>Actual</u>	2014 <u>Target</u>	2015 <u>Target</u>
Increase the number of Minority, underserved, socially disadvantaged persons served by key programs	N/A	Est. Baseline	4%	10%	1%	3%	3%
Cost (thousands)	N/A	\$21,284	\$21,329	\$21,174	\$1,277	\$11,209	\$11,217

Select Past Accomplishments Toward Achievement of the Key Outcome:

- Conducted bi-monthly meetings with grantees, connecting them with USDA program leaders;
- Put in place internal controls to ensure program effectiveness; and
- Managed the Minority Farm Register to maintain a database of minority farmers and keep them informed of current USDA activities and funding opportunities.

Selected Accomplishments Expected at the 2015 Proposed Resource Level:

OAO will continue to serve as an advocate for underserved constituents and as an avenue for them to have input into programmatic and policy decisions to improve their viability and profitability:

- Administering the grant for the Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers and Veteran Farmers and Ranchers by:

OFFICE OF THE SECRETARY
OFFICE OF ADVOCACY AND OUTREACH

- o reaching out to current and prospective socially disadvantaged farmers or ranchers and veteran farmers or ranchers in an appropriate manner; and
- o improving the participation of disadvantaged farmers and ranchers and veteran farmers and ranchers in USDA's programs.

Strategic Goal Funding Matrix
(Dollars in thousands)

Program/ Program Items	2012 Actual	2013 Actual	2014 Estimate	Change	2015 Estimate
Department Strategic Goal: Create a USDA for the 21st century that is high-performing, efficient, and adaptable.					
Office of Advocacy and Outreach.....	\$21,209	\$1,422	\$11,209	+\$8	\$11,217
Staff Years.....	11	7	9	-	9

Full Cost by Department Strategic Goal
(Dollars in thousands)

Department Strategic Goal: Create a USDA for the 21st century that is high-performing, efficient, and adaptable.

Program/ Program Items	2012 Actual	2013 Actual	2014 Estimate	2015 Estimate
<u>Office of Advocacy and Outreach</u>				
Administrative costs (direct).....	\$1,307	\$849	\$862	\$879
Indirect costs.....	19,867	428	10,347	10,338
Total Costs.....	21,174	1,277	11,209	11,217
FTEs.....	11	7	9	9
Performance Measure:				
Percent Increase the number of Minority, underserved, socially disadvantaged persons served by key programs. Measure.....	4%	10%	3%	3%
Cost per measure (unit cost).....	\$21,174	\$1,277	\$11,209	\$11,217