

DEPARTMENTAL MANAGEMENT
OFFICE OF AVOCACY AND OUTREACH

2012 Explanatory Notes

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DEPARTMENTAL MANAGEMENT
OFFICE OF AVOCACY 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. 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, and socially disadvantaged farmers and ranchers. Through these actions, OAO will support the Department's commitment ensuring that all USDA constituents, including historically underserved groups, 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 was established in October 2009 and is located in Washington, D. C. As of September 30, 2010, there were 47 permanent full-time employees of which 9 were funded by appropriated, 6 were grant funded, and 32 were reimbursed.

OAO did not have any Office of Inspector General or Government Accountability Office evaluation reports during the past year.

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Available Funds and Staff Years

2010 Actual and 2011 and 2012 Estimated

Item	2010 Actual		2011 Estimated		2012 Estimated	
	Amount	Staff Years	Amount	Staff Years	Amount	Staff Years
Salaries and Expenses.....	\$1,544,382	9	\$1,700,000	10	\$7,000,000	18
Unobligated Balance.....	155,618	--	--	--	--	--
Total, Salaries and Expenses...	1,700,000	9	1,700,000	10	7,000,000	18
Outreach for Socially Disadvantaged Farmers and Ranchers (OSDFR) 2501 Program <u>a/</u>						
	19,740,373	4	20,000,000	6	20,000,000	6
Unobligated Balance Carried Forward.....	259,627	--	--	--	--	--
Total, OSDFR 2501 Program	20,000,000	4	20,000,000	6	20,000,000	6
Total, Appropriated.....	21,700,000	13	21,700,000	16	27,000,000	24
<u>Obligations under Other</u> <u>USDA appropriations:</u>						
Reimbursements:						
1890 Liaison Program.....	2,398,947	15	3,088,000	19	3,088,000	19
1994 Program.....	431,662	4	810,000	5	810,000	5
HSI Program.....	1,973,000	15	2,059,000	15	2,059,000	15
Office of Small Farm Coordination.....	--	--	185,000	1	185,000	1
Beginning Farmers and Ranchers Advisory Committee.....	--	--	80,000	1	80,000	1
Farm Worker Program <u>b/</u>	--	--	4,000,000	3	--	--
Subtotal, Reimbursement.....	4,803,609	34	10,222,000	44	6,222,000	41
Total, OAO.....	26,503,609	47	31,922,000	60	33,222,000	65

a/ Beginning in FY 2010 through FY 2012 Funds are transferred from CCC and made available to OAO by Farm Bill Section 2501 of the Food, Agriculture, Conservation, and Trade Act of 1990 (7 U.S.C. 2279).

b/ Funds were appropriated to Rural Development and then transferred to OAO as a reimbursement. In FY 2012, funds will be requested as a part of direct appropriation.

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Permanent Positions by Grade and Staff Year Summary
2010 Actual and 2011 and 2012 Estimated

Grade	2010 Washington, D.C.	2011 Washington, D.C.	2012 Washington, D.C.
ES.....	1	1	1
GS-15.....	7	7	7
GS-14.....	4	4	4
GS-13.....	13	13	17
GS-12.....	8	8	8
GS-11.....	13	13	13
GS-9.....	3	3	3
GS-7.....	2	2	2
GS-6.....	3	3	3
GS-5.....	2	2	2
GS-4.....	3	3	4
GS-3.....	1	1	1
Total Permanent Positions.....	60	60	65
Unfilled Positions end-of-year.....	-13 a/	--	--
Total, Permanent Full-Time Employment, end-of-year.....	47	60	65
Staff Year Estimate	47	60	65

Positions shown above are appropriated and reimbursement.

a/ Unfilled positions shown are reserved for the OAO Program Manager Program (PMP) (formally called Liaison Program). Each of the 1890 Land Grant universities has an assigned PMP who represents USDA at colleges and Universities. Program managers are responsible for:

- Recruiting prospective scholar students throughout the state in which the university is located;
- Ensuring the retention of 1890 scholars, serving as a mentor and making certain that all academic and financial matters are handled timely and successfully;
- Working with USDA agencies and other students on campus in getting meaningful internships opportunities during the summers;
- Comparing and contrasting academic curriculum with USDA agency guidelines to ensure that scholars and other students meet minimal qualifications for job opportunities within USDA upon academic program completion;
- Provides outreach services to the surrounding communities through collaborative work with Extension services, Community Based Organizations and other entities to ensure that the underserved citizens have access to the many USDA programs/services;
- Keeping the National Office aware of activities through various reporting vehicles inclusive of monthly teleconferences, weekly and monthly reports; and
- Attends conferences and related developmental opportunities.

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Appropriation Language

For necessary expenses of the Office of Advocacy and Outreach, \$7,000,000.

Lead-Off Tabular Statement

Annualized Continuing Resolution, 2011	\$1,700,000
Budget Estimate, 2012	<u>7,000,000</u>
Change in Appropriation.....	<u>+5,300,000</u>

Summary of Increases and Decreases

(On basis of appropriation)

<u>Item of Change</u>	<u>2011 Estimated</u>	<u>Program Changes</u>	<u>2012 Estimated</u>
Office of Advocacy and Outreach.....	\$1,700,000	+\$5,300,000	\$7,000,000

Project Statement

(On basis of appropriation)

	<u>2010 Actual</u>		<u>2011 Estimate</u>		Increase or Decrease	<u>2012 Estimate</u>	
	<u>Amount</u>	<u>Staff Years</u>	<u>Amount</u>	<u>Staff Years</u>		<u>Amount</u>	<u>Staff Years</u>
OAO.....	\$1,544,382	9	\$1,700,000	10	+\$5,300,000	\$7,000,000	18
Unobligated Balance.....	+155,618	--	--	--	--	--	--
Total Available or Estimated.....	<u>1,700,000</u>	<u>9</u>	<u>1,700,000</u>	<u>10</u>	<u>+5,300,000</u>	<u>7,000,000</u>	<u>18</u>

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Justification of Increases and Decreases

An increase of \$5,300,000 for the Office of Advocacy and Outreach consisting of:

a) An increase of \$1,300,000 to fund operational needs.

This increase is needed to fund additional operational needs of this office for improvements to provide sufficient access to USDA programs and enhance the viability and profitability of small farms, ranchers, beginning farmers and ranchers, and socially disadvantaged farmers. Funding will allow OAO to be responsible for:

- Overseeing the Advisory Committee on Minority Farmers and the Advisory Committee for Beginning Farmers and Ranchers. Through these advisory committees, OAO will work with the affected constituencies to gather public input on ways the Department can support minority and beginning producers;
- Assisting in the administration of Farm Labor Housing Grants Program with Rural Development to ensure that small farms, and beginning and socially disadvantaged producers are made aware of the program and are able to participate if they are building or buying housing for their laborers;
- Overseeing the activities of the Office of Small Farms Coordination. Through this office, OAO will carry out consultation and communications activities with small farms to keep them apprised of developments in USDA programs and make them aware of funding opportunities; and
- The Minority Farm Advisory Committee shall provide advice to the Secretary on:
 - Implementing the Section 2501 of the Food, Agriculture and Conservation and Trade Act of 1990 (7 U.S.C 2279);
 - Methods of maximizing the participation of minority farmers and ranchers in USDA; and
 - Civil rights activities within the Department as such activities relate to participants in such programs.

b) An increase of \$4,000,000 to fund the Farm Worker Program.

This increase is needed to fund a grant program aimed at improving the supply, safety, and training of the United States agricultural labor force. Grants will be provided to eligible entities for use in providing services to farm workers who are citizens as a mean of ensuring agricultural jobs remain domestic. In 2010, the funding for this program was appropriated to the Rural Housing Service.

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Geographic Breakdown of Obligations and Staff Years
2010 Actual and Estimated 2011 and 2012

	2010		2011		2012	
	Amount	Staff Years	Amount	Staff Years	Amount	Staff Years
District of Columbia	\$1,544,382	9	\$1,700,000	10	\$7,000,000	18
Unobligated balance	+155,618	--	--	--	--	--
Total, Available or Estimate	1,700,000	9	1,700,000	10	7,000,000	18

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Classification By Objects
2010 Actual and Estimated 2011 and 2012

Personnel Compensation:	2010	2011	2012
Washington, D.C.	\$393,135	\$738,000	\$1,670,750
11.1 Total personnel compensation	393,135	738,000	1,670,750
12.1 Personnel benefits.....	105,087	230,000	576,250
Total pers. comp. & benefits	498,222	968,000	2,247,000
<u>Other Objects:</u>			
21.0 Travel and transportation of persons	41,414	42,000	42,000
23.2 Rent, communications, utilities	2,477	3,000	3,000
24.0 Printing and reproduction	--	--	19,000
25.2 Training	--	--	2,000
25.2 Contractual services.....	412,786	300,000	300,000
25.3 Purchases of goods and services from Government Accounts	576,493	380,000	378,000
26.0 Supplies and materials	3,769	3,000	4,000
31.0 Equipment	3,721	4,000	5,000
42.0 Grants	--	--	4,000,000
43.0 Interest and Dividends	5,500	--	--
Total other objects	1,046,160	732,000	4,753,000
Total direct obligations.....	1,544,382	1,700,000	7,000,000
<u>Position Data:</u>			
Average Salary, ES positions	\$175,200	\$175,200	\$177,000
Average Salary, GS positions	\$82,359	\$82,359	\$82,359
Average Grade, GS positions	12.4	12.4	12.4

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STATUS OF PROGRAM

The Office of Advocacy and Outreach (OAO) was established by section 14013 of the Food, Conservation, and Energy Act of 2008 (2008 Farm Bill), P. L. 110-246, which amended Section 226B of the Department of Agriculture Reorganization Act of 1994 (Reorganization Act) (7 U.S.C. 6934). OAO is comprised of five (5) Program areas: Small and Beginning Farmers and Ranchers, Farm Worker Coordination, Socially Disadvantaged Farmers, Higher Education Institutions Program and Community Engagement. In addition to these five program areas, OAO is also responsible for the Secretary's Strike Force Initiative.

OAO's purpose is to improve access to USDA programs and enhance the viability and profitability of the communities/citizens served by each of the program areas. Ensuring that the Government and its programs are open and transparent is a priority for USDA. The Department is committed to ensuring that all USDA constituents, including historically underserved groups, have the opportunity to participate in and benefit from the programs offered by the Department.

Current Activities:

OAO serves as an advocate for underserved constituents providing an avenue for them to have input into programmatic and policy decisions to improve their viability and profitability. Activities of OAO include the following advocacy and outreach functions:

- Oversees the Advisory Committee for Beginning Farmers and Ranchers;
- Oversees the operations of the Office of Small Farms Coordination;
- Administers section 2501 of the Food, Agriculture, Conservation, and Trade Act of 1990 (7 U.S.C. 2279), (except for authorities related to the Census of Agriculture and economic studies in subsection (h) of that section) by establishing requirements and procedures for reporting agency outreach status and accomplishments and making grants available and entering into contracts and other agreements for outreach and technical assistance to socially disadvantaged farmers and ranchers (7 U.S.C. 2279(a)(3));
- Oversees the Minority Farmer Advisory Committee pursuant to section 14008 of 2008 Farm Bill;
- Administers the low-income migrant and seasonal farmworker grants program under section 2281 of the Food, Agriculture, Conservation, and Trade Act of 1990 (42 U.S.C. 5177a);
- Consults with appropriate entities regarding integration of farmworker interests into Department programs, including assisting farmworkers in becoming agricultural producers or landowners, research, program improvements, and agricultural education opportunities for low-income and migrant seasonal farm workers;
- Administers the grants program under section 14204 of 2008 Farm Bill (7 U.S.C. 2008q) to improve the supply, stability, safety, and training of the agricultural labor force;
- Administers and coordinates a USDA outreach program in collaboration with USDA agencies;
- Provides strategic planning and performance measurement, coordinates outreach activities, monitors goals and objectives, and evaluates Department programs and activities involving small farms or ranches, beginning or socially disadvantaged farmers or ranchers and minority higher education institutions;
- Administers the USDA/1890 Land Grant Institutions at Historically Black Colleges and Universities (HBCU) Programs;
- Administers the USDA/1994 Land Grant Institutions (Tribal Colleges) Programs;
- Administers the Hispanic Serving Institutions National Program; and
- Oversees the Secretary's Strike Force Initiative.

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Selected Examples of Recent Progress:

In FY 2010 OAO completed the following activities:

OAO:

- Coordinated a Cooperators Conference for small disadvantaged farmers and ranchers. The conference resulted in 639 participants representing numerous socially disadvantaged groups including African Americans, Hispanics, Native Americans, and Asians/Pacific Islanders farmers, ranchers and Community Based Organizations. This event highlighted the Administration's emphasis on outreach to underserved communities;
- Coordinated the first monthly USDA Outreach Coordinators meetings for collaboration of Department-wide outreach efforts; and
- Hired 18 full-time employees.

Section 2501 Program:

- Hired the program lead and three (3) staff; and
- The Competitive Grants Program awarded 46 grants in round one and 15 grants in round two in an amount of \$19,000,000.

Farm Worker Coordination Program:

- Hired the program lead who is currently providing outreach to Farmworker organizations;
- Prepared the Proposed Rule, that is currently under Departmental review, on Section 14204 of 2008 Farm Bill for the Farmworker Training Program including the following components: housing, transportation, regional skills assessment, literacy, child labor, and food safety; and
- Administered low-income and migrant seasonal farmworker grants under section 2281 of the Food, Agriculture, Conservation, and Trade Act of 1990. Currently, this program is collaborating with FEMA and other Farm worker community-based groups.

1890 National Program:

- Upgraded Program Liaison Officer positions (GS12) to Program Managers (GS13). Recruited for 18 positions and filled 13 effective July 1 and 16th, 2010. The upgrade includes more direct responsibility for outreach activities and increased presence and participation with State USDA Agency leaders and service center staff;
- Placed over 100 interns for the summer at various missions areas within USDA in Washington D.C. and throughout the country;
- Held orientation for a group of 1890 scholars in July 2010 at University of Maryland Eastern Shore. Over 15 USDA officials participated in the orientation. This was the largest group of 1890 scholars since 2004;
- Brought on board 25 new scholars for Fall semester 2010; and
- Completed the White House Initiative on HBCU for FY 2009 and 2010.

1994 National Program:

- Attended career day meetings at the Bay Mills Community College in Michigan. At these meetings, USDA 1994 team members met with the school's president, faculty, and students at the 1994 Land-Grant to discuss improving coordination between the school and the Department to ensure there was full access to USDA's programs and service; and
- Held first orientation session for scholars at Fond du Lac Tribal and Community College.

Hispanic Serving Institution (HSI) National Program:

- Representatives attended the National Education Summit sponsored by the White House Initiative on Educational Excellence for Hispanics; and
- Staff continued to provide technical assistance and support to 210 Hispanic serving institutions nationwide.

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Small Beginning Farmers and Ranchers Program:

- Operated to meet the goals of the Secretary's Initiative, which is to develop 100,000 new farmers by organizing meetings with USDA Small and Beginning Farmers and Ranchers Outreach Coordinators and development of the Strategic Action team from participants at the Cooperators Conference;
- On August 12, 2010 Agriculture Secretary Tom Vilsack announced the appointment of the Advisory Committee on Beginning Farmers and Ranchers. As required by law, members include representatives from USDA's Farm Service Administration; state beginning farmer programs; commercial lenders; private/nonprofit organizations with active beginning farmer programs; National Institute for Food and Agriculture; community colleges and other entities or persons providing lending or technical assistance for qualified beginning farmers or ranchers. Eleven new members were appointed and nine incumbents re-appointed to the Advisory Committee; and
- Established the Advisory Committee on Beginning Farmers and Ranchers pursuant to section 5 of the Agricultural Credit Improvement Act of 1992 (Pub. L. 102-554). The Committee's purpose is to advise the Secretary on ways to develop programs to provide coordinated assistance to beginning farmers and ranchers while maximizing new farming and ranching opportunities. They will work to enhance and expand federal partnerships to provide financing for beginning farmers and ranchers.

The Secretary's Strike-Force Program:

- Selected Community Base Organizations (CBO) and entered into cooperative agreements with these CBOs to carry out the Strike Force's mission to identify the needs of those communities and coordinate USDA staff on program insistence to address the issues of those communities. Quarterly progress reports will be provided to OAO on progress of these activities; and
- Established the Secretary's Strike-Force to provide USDA assistance to socially disadvantaged farmers and ranchers in communities with counties of persistent poverty. The pilot states are: Arkansas, Mississippi, and Georgia.

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Summary of Budget and Performance
Statement of 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	Agency Strategic Goal	Agency Objectives	Programs that Contribute	Key Outcome
OAO supports all of the USDA strategic goals.	Goal 1: 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.	<u>Objective 1:</u> Ensure the Department and its programs are open and transparent.	Outreach and Assistance for Socially Disadvantaged Competitive Grants Program	<u>Key Outcome 1:</u> Increase the viability and profitability of small farms and ranches, beginning farmers or ranchers, and socially disadvantaged farmers or ranchers.

Selected Accomplishments Expected at the FY 2012 Proposed Resource Level:

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 will oversee the Advisory Committee for Beginning Farmers and Ranchers;
- OAO will oversee the operations of the Office of Small Farms Coordination;
- Administer and establishes requirements and procedures for reporting agency outreach status and accomplishments under section 2501 of the Food, Agriculture, Conservation, and Trade Act of 1990 (7 U.S.C. 2279), except for authorities related to the Census of Agriculture and economic studies in subsection (h) of that section;
- Make grants and enters into contracts and other agreements for outreach and technical assistance to socially disadvantaged farmers and ranchers (7 U.S.C. 2279(a)(3));
- Administer section 2501A of the Food, Agriculture, Conservation, and Trade Act of 1990 (7 U.S.C. 2279-1), including the authority to coordinate Department policy for the issuance of receipts under subsection (e) of that section;
- Oversee the Minority Farmer Advisory Committee pursuant to section 14008 of 2008 Farm Bill;
- Administer the low-income migrant and seasonal Farmworker grants program under section 2281 of the Food, Agriculture, Conservation, and Trade Act of 1990 (42 U.S.C. 5177a);

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- Consult with appropriate entities regarding integration of farmworker interests into Department programs, including assisting farmworkers in becoming agricultural producers or landowners, research, program improvements, and agricultural education opportunities for low-income and migrant seasonal farmworkers;
- Administer the grants program under section 14204 of 2008 Farm Bill (7 U.S.C. 2008q) to improve the supply, stability, safety, and training of the agricultural labor force;
- Administer and coordinate a USDA outreach program in collaboration with USDA agencies; and
- Provide strategic planning and performance measurement, coordinates outreach activities, monitors goals and objective, and evaluates Department programs and activities involving small farms or ranches and beginning or socially disadvantaged farmers or ranchers;
- Administer the USDA/1994 Land Grant Institutions (Tribal Colleges) Programs;
- Administer the USDA/1890 Liaison Officer Program at Historically Black Colleges and Universities; and
- Administer the Hispanic Serving Institutions National Program.

Summary of Budget and Performance
Key Performance Outcomes and Measures

Strategic Goal: 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.

Key Outcome 1: Increase the viability and profitability of small farms and ranches, beginning farmers or ranchers, and socially disadvantaged farmers or ranchers.

Key Performance Measure: Increase the number of minority, underserved, and socially disadvantaged persons served by key programs.

Key Performance Targets:

Performance Measure	2007 Actual	2008 Actual	2009 Actual	2010 Actual	2011 Target	2012 Target
Performance Measure #1 Increase the number of Minority, underserved, socially disadvantaged persons served by key programs						
a. Units	N/A	N/A	N/A	Est. Baseline	4%	10%
b. Dollars	0	0	0	\$1,544	\$1,700	\$7,000

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Summary of Budget and Performance
Full Cost by Strategic Goal

Strategic Goal: 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.

(Dollars in Thousands)

	<u>2010</u>	<u>2011</u>	<u>2012</u>
Administrative Costs (Direct)	\$1,544	\$1,700	\$7,000
FTE	9	10	18
Performance Measure:			
Number of minority, underserved, socially disadvantaged persons served by key programs.	Est. Baseline	4%	10%