

2013 Explanatory Notes
Departmental Management
Office of Advocacy and Outreach
Table of Contents

Purpose Statement.....	6-1
Statement of Available Funds and Staff Years	6-2
Permanent Positions by Grade and Staff Year Summary.....	6-3
Salaries and Expenses	
Appropriations Language	6-4
Lead-off Tabular Statement	6-4
Project Statement.....	6-4
Justifications	6-5
Geographic Breakdown of Obligations and Staff Years	6-6
Classification by Objects	6-7
Status of Program	6-8
Summary of Budget and Performance	
Statement of Agency Goals and Objectives.....	6-14
Key Performance Outcomes and Measures	6-15
Full Cost by Agency Strategic Objective.....	6-16

DEPARTMENTAL MANAGEMENT
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. 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, 2011, there were 41 permanent full-time employees of which 5 were funded by appropriated, 4 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.

DEPARTMENTAL MANAGEMENT
OFFICE OF ADVOCACY AND OUTREACH

Available Funds and Staff Years
(Dollars in thousands)

Item	<u>2010 Actual</u>		<u>2011 Actual</u>		<u>2012 Estimate</u>		<u>2013 Estimate</u>	
	Amount	Staff Years	Amount	Staff Years	Amount	Staff Years	Amount	Staff Years
Salaries and Expenses:								
Discretionary Appropriations.....	\$1,700	9	\$1,425	5	\$1,209	9	\$1,422	9
Mandatory Appropriations.....	20,000	4	20,000	4	20,000	6	<u>a/</u>	6
Rescission.....	-	-	-3	-	-	-	-	-
Total Available.....	21,700	13	21,422	9	21,209	15	1,422	15
Lapsing Balances.....	-416	-	-93	-	-	-	-	-
Obligations.....	21,284	13	21,329	9	21,209	15	1,422	15
<u>Obligations under other USDA appropriations:</u>								
1890 Initiatives.....	2,399	15	3,036	16	3,088	25	3,088	25
1994 Program.....	432	4	724	4	810	5	810	5
Hispanic-Serving Institutions.....	1,973	15	2,016	11	2,059	14	2,059	14
Office of Small Farm Coordination...	-	-	-	-	185	-	185	-
Beginning Farmers and Ranchers Advisory Committee.....	-	-	-	-	80	-	80	-
Total, Agriculture Appropriations..	4,804	34	5,776	31	6,222	44	6,222	44
Total, OAO.....	26,088	47	27,105	40	27,431	59	7,644	59

a/ Subject to reauthorization. OAO's Budget Appendix shows 15 staff years, however, 6 of the staff years are for the Disadvantaged Farmers and Ranchers-2501 Program and are subject to reauthorization.

DEPARTMENTAL MANAGEMENT
OFFICE OF ADVOCACY AND OUTREACH

Permanent Positions by Grade and Staff Year Summary

Item	<u>2010 Actual</u>	<u>2011 Actual</u>	<u>2012 Estimate</u>	<u>2013 Estimate</u>
	Wash D.C.	Wash D.C.	Wash D.C.	Wash D.C.
SES.....	1	1	1	1
GS-15.....	7	7	6	6
GS-14.....	4	4	4	4
GS-13.....	13	13	13	13
GS-12.....	8	8	8	8
GS-11.....	13	13	13	13
GS-9.....	3	3	3	3
GS-7.....	2	2	2	2
GS-6.....	3	3	3	3
GS-5.....	2	2	2	2
Other Graded Pos.....	4	4	4	4
Total Perm. Pos.....	60	60	59	59
Unfilled, EOY.....	13	19	-	-
Total. Perm. Full Time, EOY.....	47	41	59	59
Staff Year Est.....	47	40	59	59

DEPARTMENTAL MANAGEMENT
OFFICE OF ADVOCACY AND OUTREACH

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

Salaries and Expenses:

For necessary expenses of the Office of Advocacy and Outreach, [\$1,209,000] \$1,422,000.

Lead-off Tabular Statement

Appropriations Act, 2012.....	\$1,209,000
Budget Estimate, 2013.....	<u>1,422,000</u>
Change from 2012 Appropriation.....	<u>+ 213,000</u>

Summary of Increases and Decreases
(Dollars in thousands)

	<u>2010</u> <u>Actual</u>	<u>2011</u> <u>Change</u>	<u>2012</u> <u>Change</u>	<u>2013</u> <u>Change</u>	<u>2013</u> <u>Estimate</u>
Discretionary Appropriations:					
Office of Advocacy and Outreach.....	\$1,700	-\$278	-\$213	+\$213	\$1,422

Project Statement
(On basis of appropriations)
(Dollars in thousands)

Program	<u>2010 Actual</u>		<u>2011 Actual</u>		<u>2012 Estimate</u>		<u>Change</u>	<u>2013 Estimate</u>		
	Staff	Amount	Staff	Amount	Staff	Amount		Staff	Amount	
Discretionary Appropriations:										
Office of Advocacy and Outreach.....	\$1,700	9	\$1,422	5	\$1,209	9	+\$213 (1)	-	\$1,422	9
Mandatory Appropriations:										
Disadvantaged Farmers and Ranchers- 2501 Program.....	20,000	4	20,000	4	20,000	6	-20,000	-	<u>a/</u>	6
Rescission and Transfers (Net).....	-	-	3	-	-	-	-	-	-	-
Total Appropriation.....	21,700	13	21,425	9	21,209	15	-19,787	-	1,422	15
Rescission.....	-	-	-3	-	-	-	-	-	-	-
Total Available.....	21,700	13	21,422	9	21,209	15	-19,787	-	1,422	15
Lapsing Balances.....	-416	-	-93	-	-	-	-	-	-	-
Bal. Available, EOY.....	-	-	-	-	-	-	-	-	-	-
Total Obligations.....	<u>21,284</u>	<u>13</u>	<u>21,329</u>	<u>9</u>	<u>21,209</u>	<u>15</u>	<u>-19,787</u>	<u>-</u>	<u>1,422</u>	<u>15</u>

a/ Subject to reauthorizaiton. OAO's Budget Appendix shows 15 staff years, however, 6 of the staff years are for the Disadvantaged Farmers and Ranchers-2501 Program and are subject to reauthorization.

DEPARTMENTAL MANAGEMENT
OFFICE OF ADVOCACY AND OUTREACH

Project Statement
(On basis of obligations)
(Dollars in thousands)

Program	2010 Actual		2011 Actual		2012 Estimate		Change	2013 Estimate		
	Staff		Staff		Staff			Staff		
	Amount	Years	Amount	Years	Amount	Years	Amount	Years	Amount	Years
Discretionary Obligations:										
Office of Advocacy and Outreach.....	\$1,544	9	\$1,369	5	\$1,209	9	+\$213 (1)	-	\$1,422	9
Mandatory Obligations:										
Disadvantaged Farmers and Ranchers- 2501 Program	-	-	-	-	-	-	-	-	-	-
2501 Program	19,740	4	19,960	4	20,000	6	-20,000	-	a/	6
Total Obligations.....	21,284	13	21,329	9	21,209	15	-19,787	-	1,422	15
Lapsing Balances.....	416	-	93	-	-	-	-	-	-	-
Total Available.....	21,700	13	21,422	9	21,209	15	-19,787	-	1,422	15
Rescission.....	-	-	3	-	-	-	-	-	-	-
Total Appropriation.....	21,700	13	21,425	9	21,209	15	-19,787	-	1,422	15

a/ Subject to reauthorizaiton. OAO's Budget Appendix shows 15 staff years, however, 6 of the staff years are for the Disadvantaged Farmers and Ranchers-2501 Program and are subject to reauthorization.

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) A total increase of \$213,000 for the Office of Advocacy and Outreach (\$1,209,000 and 9 staff years available in 2012) consists of:

(a) An increase of \$3,000 for pay cost increase.

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.

(b) An increase of \$210,000 to increase services for various programs.

This increase is needed to increase support to OAO programs such as Beginning Farmers and Rancher; Migrant Workers; Strike Force Initiative; Cultural Transformation Initiative; and Community Based Organizations engagement with Hispanic and Women claims processes and Pigford II.

DEPARTMENTAL MANAGEMENT
OFFICE OF ADVOCACY AND OUTREACH

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

State/Territory	2010 Actual		2011 Actual		2012 Estimate		2013 Estimate	
	Amount	Staff Years	Amount	Staff Years	Amount	Staff Years	Amount	Staff Years
District of Columbia.....	\$21,284	13	21,329	9	\$21,209	15	\$1,422	15
Lapsing Balances.....	416	-	93	-	-	-	-	-
Total, Available.....	21,700	13	21,422	9	21,209	15	1,422	15

Office of Advocacy and Outreach- Direct Appropriation
Classification By Objects
(Dollars in thousands)

	2010 <u>Actual</u>	2011 <u>Actual</u>	2012 <u>Estimate</u>	2013 <u>Estimate</u>
Personnel Compensation:				
Washington, DC.....	\$393	\$380	\$730	\$746
11.0 Total personnel compensation.....	393	380	730	746
12.0 Personal benefits.....	105	82	182	186
Total, personnel comp. and benefits.....	498	462	912	932
Other Objects:				
21.0 Travel and transportation of persons.....	41	358	107	86
23.3 Communications, utilities, and misc. charges.....	2	23	23	22
25.2 Other services from non-Federal sources.....	413	250	64	87
25.3 Other purchases of goods and services from Federal sources.....	576	247	75	271
26.0 Supplies and materials.....	4	4	12	10
31.0 Equipment.....	4	19	10	8
33.0 Investments and loans.....	6	6	6	6
Total, Other Objects.....	1,046	907	297	490
99.9 Total, new obligations.....	1,544	1,369	1,209	1,422
Position Data:				
Average Salary (dollars), ES Position.....	\$175,200	\$175,200	\$175,200	\$175,200
Average Salary (dollars), GS Position.....	\$82,359	\$82,359	\$82,359	\$82,359
Average Grade, GS Position.....	12.4	12.4	12.4	12.4

DEPARTMENTAL MANAGEMENT
OFFICE OF ADVOCACY AND OUTREACH

Disadvantaged Farmers and Ranchers -2501 Program
Classification By Objects
(Dollars in thousands)

	<u>2010</u> <u>Actual</u>	<u>2011</u> <u>Actual</u>	<u>2012</u> <u>Estimate</u>	<u>2013</u> <u>Estimate</u>
Personnel Compensation:				
Washington, DC.....	\$312	\$352	\$480	a/
11.0 Total personnel compensation.....	312	352	480	-
12.0 Personal benefits.....	89	93	160	-
Total, personnel comp. and benefits.....	401	445	640	-
Other Objects:				
21.0 Travel and transportation of persons.....	61	11	10	-
23.3 Communications, utilities, and misc. charges.....	-	15	16	-
25.2 Other services from non-Federal sources.....	22	93	69	-
25.3 Other purchases of goods and services from Federal sources.....	140	363	255	-
26.0 Supplies and materials.....	-	11	10	-
31.0 Equipment.....	16	0	0	-
41.0 Grants.....	19,100	19,022	19,000	-
Total, Other Objects.....	19,339	19,515	19,360	-
99.9 Total, new obligations.....	19,740	19,960	20,000	-
Position Data:				
Average Salary (dollars), ES Position.....	\$175,200	\$175,200	\$175,200	-
Average Salary (dollars), GS Position.....	\$100,904	\$100,904	\$100,904	-
Average Grade, GS Position.....	13.5	13.5	13.5	-

a/ Subject to reauthorization. OAO's Budget Appendix shows 15 staff years, however, 6 of the staff years are for the Disadvantaged Farmers and Ranchers -2501 Program and are subject to reauthorization.

DEPARTMENTAL MANAGEMENT
OFFICE OF ADVOCACY AND OUTREACH
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 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 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 Higher Education Initiative which is composed of three programs:
 - USDA/1890 Land Grant Institutions at Historically Black Colleges and Universities
 - USDA/1994 Land Grant Institutions (Tribal Colleges) Program
 - USDA/Hispanic Serving Institutions National Program

Each of these programs was created through a Memorandum of Understanding with the USDA and the respective schools' leadership groups. The focus of the programs is to provide students, administrators and faculty of the various programs with equitable access to USDA through employment, internship, scholarships and fellowship opportunities; and

- Oversees the Secretary's Strike Force Initiative.

Selected Examples of Recent Progress:

In 2011 OAO completed the following activities:

Minority Farmer Advisory Committee

- On March 24, 2011, the Department's new Minority Farmer Advisory Committee was announced. Authorized under the Food, Conservation, and Energy Act of 2008 (2008 Farm Bill), the Committee's purpose is to advise the Secretary on implementation of section 2501 of the Food, Agriculture, Conservation, and Trade Act of 1990; methods of maximizing the participation of minority farmers and ranchers in USDA programs; and civil rights activities within the Department as such activities relate to participants in such programs.
- Members of the Committee include socially disadvantaged farmers or ranchers, representatives of nonprofit organizations that work with minority farmers and ranchers; civil rights professionals; representatives from institutions of higher learning; and other persons the Secretary deems appropriate. Members will advise the Secretary on additional ways the Department can continue building an inclusive future with targeted outreach and assistance to minority and socially disadvantaged farmers and ranchers. The establishment of this Committee builds upon existing cultural transformation initiatives underway and will help ensure fair and equal access to USDA services.
- Coordinated first meeting of the Minority Farmer Advisory Committee to discuss efforts to increase minority representation in Department programs and services.

Cultural Transformation

- OAO hired a Project Manager to manage the Diversity, Inclusion, and Accessibility (CT-DIA) initiative.
- Cooperative Agreements were signed with three Community Based Organizations (CBOs) to provide technical assistance to USDA to create a plan to implement the recommendations in the civil rights assessment done by Jackson Lewis. The essential objective of the Assessment is to examine USDA's program delivery at State and local levels. The Assessment shall focus on the effectiveness of USDA's programs in reaching American's diverse population in a non-discriminatory manner, with particular attention on accessibility, equity, fairness, and accountability. Based on this Assessment, the Contractor will develop recommendations of actions USDA can take to ensure its program delivery and organizational structure is providing all Americans with fair and equal access to USDA Programs.
- Hosted a kickoff meeting with the three CBO's and USDA officials to begin the process of commenting on the existing draft plan and participation targets, brainstorming new strategic changes, and finalizing the implementation strategy and plan.

Section 2501 Program:

- Awarded 33 new grants and 23 supplemental grants in the amount of \$19,000,000.
- Submitted interim final rules for OAO Federal Financial Assistance Programs, Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers (OASDFR) Program, and 14204 Program.
- Recognizing the need for appropriate records management and compliance, reporting requirements, performance monitoring, and stakeholder outreach and engagement, OAO thoroughly researched electronic Grants Management System (GMS) options. In 2011, OAO's solicitation for a GMS was approved, and the ensuing competition resulted in the acquisition of a GMS solution. Configuration and implementation is currently underway.
- Developed and implemented standard operating procedures for OAO Federal Financial Assistance Programs.
- Through 2011, OAO has administered three OASDFR grant competitions. At the close of the fiscal year, OAO was managing 98 individual grants and cooperative agreements to eligible organizations providing critical assistance and training for socially disadvantaged farmers and ranchers. These 98 projects, 23 of which received second year funding as well, total \$38,000,000.00 in obligated funding which supports projects essential to improving ownership and operation of farms and ranches and promoting equitable participation in available USDA programs. The 2012 competition, which is currently about to begin the competitive review yielded over 200 applications. While the applications have increased each year from 2010 through 2012, the Program's available funding has remained constant.
- OAO took a leadership role in its efforts to comply with Federal Register Document (E8-18783), which instituted the SF-425, the new consolidated Federal Financial Report. OAO worked directly with colleagues at the Department of Health and Human Services, Division of Payment Management, to convert grantees to the new

reporting form and to do so electronically, fully utilizing the functionality of the web-based HHS Payment Management System.

- OASDFR projects provided critical assistance and training to African American, Hispanic, Native American and Immigrant socially disadvantaged farmer and rancher communities. Participants received technical assistance and training in high-tunnel hoop house cultivation, cut-flowers and specialty crop production, and fish farming alternatives, among several other enterprise activities. Likewise, participants received critical property and business transition planning assistance, as well as legal assistance for the Pigford and Keepseagle settlements. These efforts have increased opportunities to retain ownership and operation of farms and ranches, and have increased participation in financial settlement opportunities.
- Nearly all of the active OASDFR projects contain specific assistance and training to program beneficiaries aimed at improving participation in available USDA programs. To date these efforts have addressed the Agency's goal of increasing historically underrepresented groups in available programs. The 98 active OASDFR projects are providing the critical services leading to more socially disadvantaged farmers and ranchers applying to programs at the Farm and Service Agency (FSA), National Resources Conservation Services (NRCS), Rural Development (RD), Risk Management Agency (RMA), National Institute of Food and Agriculture (NIFA), and Agricultural Marketing Service (AMS).
- In order to maintain responsiveness to the Program's constituents and stakeholders, OAO and OASDFR staff have participated in meetings in Missouri, Mississippi, Tennessee, and Washington, DC, in order to impart Office and Programmatic policies as well as to gather feedback regarding how to improve the Program's impact. In addition, staff has participated in meetings and workshops in Virginia, Delaware and New Mexico, and also completed one post-award advanced monitoring on-site review.

Farm Worker Coordination Program:

- Drafted the final 14204 Rule for Section 14204 of 2008 Farm Bill for the Farm worker Training Grants Program that includes the following components: housing, transportation, regional skills assessment, literacy, child labor, and food safety. The rule was published in the Federal Register.
- Attended over 15 Farm worker conferences. Made presentations on SNAP, OAO outreach and other relevant USDA programs to this population.
- Administered low-income and migrant seasonal farm worker 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 group.
- Working on a strategic plan with Farm Worker advocates on disaster relief.

1890 National Program:

- Placed over 100 high school and college interns for the summer in positions in various mission areas within USDA, in Washington D.C. and other locations throughout the country.
- Selected 30 USDA/1890 National Scholars that will matriculate at 1890 Land-Grant Universities and transition into permanent employment with USDA upon graduation. These students are sponsored by various USDA Mission Areas and Agencies, study agriculture, food, natural resource sciences, and other related disciplines and complete internships with their agencies each summer to prepare for employment. For the first time in 12 years (1999), at least one Scholar was selected at each 1890 University. The USDA/1890 National Scholar Orientation and Leadership Development Training was held July 18-22, 2011 in Annapolis, Maryland.
- Organized and planned two USDA/1890 Task Force Meetings, prior to this meeting in October, this is the first time the group has met since 2008.
- Organized, planned, and developed USDA/1890 Program Liaison Orientation and Leadership Development Training. The first of its kind since the Program Liaisons became permanent employees of OAO and transitioned from Intergovernmental Personnel Act (IPA) Agreements from their respective agencies in July of 2010.
- Organized and conducted a teleconference with 1890 Deans, Research Directors, and Extension Administrators that resulted in a face-to-face meeting held in July to discuss mechanisms to enhance and strengthen the USDA/1890 Partnership.
- Filled 5 Program Liaison positions. These individuals are USDA employees, but are stationed on the campuses of 1890 Land-Grant Universities as part of the USDA/1890 Partnership. The liaisons carryout outreach and recruitment initiatives with the University, State Extension, and the surrounding communities of the universities.

- Completed the White House Initiative on HBCUs for FY 2011 and 2012.
- The following 1890 Universities are involved with the two special initiatives below: Fort Valley State University, Georgia; Prairie View A&M University, TX; Alcorn State University, MS; Alabama A&M University, AL; University of Arkansas, Pine Bluff, AK; Tuskegee University, AL.
 - Next Generation Seminar Series - Working with the Assistant Secretary for Administration Special Assistant, the Next Generation Seminar series is designed to add value to the educational curriculum at the Universities by exposing students to management and organizational topics that USDA, and agricultural related businesses address, and expose students to career opportunities within Agricultural Related Companies and USDA with the goal of building our pipelines to attract diverse talent to both organizations. This will kick off in February 2012.
 - Small Farmer Intensives - The goal of this 2-day Small Farmer Intensive Program is to fully integrate small (limited resource, socially-disadvantaged, beginning and women) farmers into the local sourcing programs of fruit and vegetable vendors by providing them with the needed business skills, tools and awareness to make them competitive in accessing new markets. The partnership will be with the University's extension personnel and The White House Project.

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.
- Held first orientation session for scholars at Fond du Lac Tribal and Community College.
- Successfully developed an agriculture focused conference and USDA contest with the American Indian Higher Education Consortium (AIHEC) in April 2011 with its member schools, tribal colleges and universities.
- Additionally, the 1994 Program coordinated the Deputy Secretary's participation in this event as her College Tours, Know Your Farmer Know Your Food and Tribal listening session.
- Central Region 1994 Tribal Land-Grant Liaison has developed close working relationship with USDA Rural Development in North Dakota.
- Eastern Region 1994 Tribal Land-Grant Liaison facilitated first meetings of Michigan Food and Agriculture Council (FAC) USDA State Agencies with State's 2 1994 Land-Grant Tribal Colleges (Saginaw Chippewa Tribal College and Bay Mills Community College) where partnerships are being explored.
- Monthly 1994 Tribal Land-Grant Teleconferences are contributing to greater connectivity with and understanding of USDA programs and resources by Tribal College faculty.
- 1994 Team Leader developed a more cost-effective USDA Internship program to include students from the 1994 Tribal Colleges.

Hispanic Serving Institutions National Program (HSI/HSINP):

- Representatives attended the National Education Summit sponsored by the White House Initiative on Educational Excellence for Hispanics.
- Staff continued to provide technical assistance and support to 210 Hispanic serving institutions nationwide.
- In accordance with the USDA/HACU Leadership Group goals, the Hispanic Serving Institutions National Program demonstrated an increase in Hispanic participation in USDA programs, with a special emphasis on Science, Technology, Engineering and Math to address USDA's current and future workforce needs. The long-standing partnership between USDA and HACU was renewed in 2011 through a Memorandum of Understanding (MOU) to continue to strengthen Hispanic Serving Institutions capacity building and Hispanic inclusion in agriculture-related education and research. In signing an MOU between USDA and the Hispanic Association of Colleges and Universities (HACU), the Secretary demonstrated a continued commitment to the Department's partnerships with HS Is. It is through the spirit of this historic partnership that USDA continues to positively engage HSIs. In 2011, in spite of increasingly challenging economic hardships and organizational transition, the HSINP continued the delivery of programs in a timely and effective manner as indicated by stakeholder feedback.
- In 2011, USDA hosted 96 HACU interns at 10 USDA agencies and 3 Departmental level staff offices, 29 of which continued a professional relationship with USDA through a student hiring authority. The USDA's Public Service Leaders Scholarship Program provides combined scholarship and internship opportunities to undergraduate and graduate students leading to permanent employment upon completion of their degree. In

2011, the Public Service Scholars Program converted 4 students to permanent employment in Animal and Plant Health Inspection Service (APHIS), National Agricultural Statistics Service (NASS) and Economic Research Service (ERS), and an additional 5 students joined APHIS, NASS, and Forest Service (FS) as Public Service Scholars. The USDA E. Kika De La Garza Fellowship Program generated the largest applicant pool in 3 years, with 84 applications representing 58 HSIs from 9 states and Puerto Rico. The 2011 Fellowship Class consists of 21 Fellows representing 20 separate HSIs from 7 states and Puerto Rico. The number of Science Fellows doubled to 6 from 2010. In 2011, every USDA agency participated in the Fellowship Program, along with 6 additional Federal agencies, and for the first time, public/private partnerships, with representation from the Mars Corporation and Wal-Mart.

- USDA HSINP partnered with 229 institutions along with 471 USDA employees and senior leadership to provide multidirectional advisement to both HSIs and USDA. The resulting engagement of 16,296 college students, 20,893 K-12 students, 3,544 faculty and staff, and 331 parents, created and optimized partnerships and collaborations contributing to grants, research, and educational programs. In 2011, the program's first private partner for K-12 outreach, the CHS Foundation, joined the partnership with various other private entities expressing interest in future participation.

Small Beginning Farmers and Ranchers Program:

- 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. The Committee will work to enhance and expand Federal partnerships to provide financing for beginning farmers and ranchers.
- Supported the Secretary and the Department in responding to extensive public interest in the subject of beginning farmers, and the Secretary's goal of creating 100,000 new farmers and ranchers with communications and briefing materials.
- Developed a proposal to engage stakeholders in developing a National Strategic Framework for meeting the Secretary's goal of creating 100,000 new farmers and ranchers.
- Developed a proposal to develop a single USDA measure of service to beginning farmers and ranchers in response to the mandate by Congress, to a 2007 GAO recommendation, and consistent with good management practices. OAO is now in the process of compiling data to inform the creation of a "USDA Index of Beginning Farmer and Rancher Program Participation and Utilization." Through leadership of the USDA Small Farms and Beginning Farmer and Rancher Workgroup, OAO is gathering data on which programs have or could have data on beginning farmer and rancher participation. Once all of the programs with data are compiled OAO will create an index and establish a Department-wide performance goal relative to the index.
- Worked with the National Food and Agriculture Council and the National Program Leader for Military Families at NIFA to establish "USDA for Veterans, Reservists, and Military Families." This new inter-agency task force has representation from every agency in the Department and will work to develop program outreach and delivery strategies targeted to returning Veterans and Reservists and their families. The task force will prepare a briefing book on current USDA activities and accomplishments, identify exemplary efforts, and create strategies to assist field offices in supporting community-based efforts to assist members of the military. This project also includes specific focus on a few large efforts to establish beginning farmer training centers adjacent to Veterans Affairs Hospitals and Land Grant Universities.

The Secretary's Strike-Force Program:

- 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.
- Selected several Community Base Organizations (CBOs) 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
- *Mississippi Roadmap to Health Equity, Inc. (MRHE)-Farmers' Market/Fitness Center:*
 - When the Roadmap opened its farmers market three years ago, there were no grocery stores or other food stores (except convenience stores) in the immediate area. The Roadmap Farmers' Market was established as a non-profit entity, with the dual purpose of providing access to affordably priced fresh

fruits and vegetables, and to offer a venue where community members can participate in physical health activities. The market offers field trip opportunities and the teaching opportunity of conducting “tastings” of unfamiliar fruits and vegetables to ultimately benefit more than 100 children and youth.

- The addition of a fitness center, adjacent to the farmers’ market was designed with the farmers’ market to provide an affordable place for community members to improve their physical health. Our fitness center’s original target group was Jackson Public Schools food service workers, many of whom were overweight or obese. Our premise was that if the health of food service workers improved, they would “model healthy eating habits” to the students for whom they prepare meals for everyday, (i.e. using less salt and sugar in preparing student meals, suggesting salads and fruit selections to students during lunch, etc). The Roadmap offers free gym membership to food service workers, Jackson Public School bus drivers, janitors, and students attending one of Roadmap Project’s schools, as an incentive for participation. Additionally, the gym has now become well-known in the community and Roadmap Project parents, grandparents and the general community have joined the gym. The gym now has a membership of well over 200 members.
- *Mississippi Roadmap to Health Equity, Inc. (MRHE) - Roadmap/StrikeForce Community Garden:*
 - In conjunction with local USDA and Extension Service staff, the Roadmap developed its first StrikeForce Garden. The garden supplied approximately 1,550 pounds of squash and 2,000 pounds of zucchini to the market. During the market’s first year of operation, the Roadmap market also purchased approximately \$1,000 of squash and zucchini. For the fall (2011) season, the garden produced more than 1,000 pounds of vegetables (mustards and turnips). During this market period, the Roadmap spent only approximately \$260 for the season. The Roadmap staff provided sweat equity in exchange for vegetables in stock at the Roadmap Farmers’ Market. The market has the capacity to become self-sustaining by growing its own produce. The garden is often cited as a “model urban garden” throughout the community. In addition to vegetables, the garden has an array of flowers to beautify the urban space.
- *Life Options of Eastern Arkansas (LOEA)*
 - The Hughes Arkansas School District Board of Directors donated the old Mildred Jackson High School property (5 acres estimate) to LOEA for StrikeForce Initiative activities. It is planned that the multi use property will provide space for an adult learning center, community garden, farmers’ markets, storage opportunities, etc.

DEPARTMENTAL MANAGEMENT

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.

OAO has one strategic goal and one strategic objective that contribute to the strategic goals of the Department.

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

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

Select Past Accomplishments Toward Achievement of the Key Outcome: Coordinated first meeting of the Minority Farmer Advisory Committee to discuss efforts to increase minority representation in Department programs and services. Provided critical assistance and training to African American, Hispanic, Native American and Immigrant socially disadvantaged farmer and rancher communities. Participants received technical assistance and training in high-tunnel hoop house cultivation, cut-flowers and specialty crop production, and fish farming alternatives, among several other enterprise activities. Likewise, participants received critical property and business transition planning assistance, as well as legal assistance for the Pigford and Keepseagle settlements. These efforts have increased opportunities to retain ownership and operation of farms and ranches, and have increased participation in financial settlement opportunities.

Selected Accomplishments Expected at the 2013 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;
- 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));
- 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);
- 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;

DEPARTMENTAL MANAGEMENT
OFFICE OF ADVOCACY AND OUTREACH

- 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.

Strategic Goal Funding Matrix
(Dollars in thousands)

Program Items	2010 Actual	2011 Actual	2012 Estimate	Change	2013 Estimate
Agency 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.					
Office of Advocacy and Outreach.....	\$21,284	\$21,329	\$21,209	\$19,787	\$1,422
Staff Years.....	9	9	15	-	15

Summary of Budget and Performance
Key Performance Outcomes and Measures

Agency 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: 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 Target:

Performance Measure	2007 Actual	2008 Actual	2009 Actual	2010 Actual	2011 Actual	2012 Target	2013 Target
a. Increase the number of Minority, underserved, socially disadvantaged persons served by key programs	N/A	N/A	N/A	Est. Baseline	4%	10%	10%
b. Dollars in Thousands	N/A	N/A	N/A	\$21,284	\$21,329	\$21,209	\$1,422

DEPARTMENTAL MANAGEMENT
OFFICE OF ADVOCACY AND OUTREACH

Full Cost by Agency Strategic Goal
(Dollars in thousands)

Agency 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.

Program Item	2010 Actual	2011 Actual	2012 Estimate	2013 Estimate
Administrative costs (direct).....	\$268	\$908	\$1,542	\$932
Indirect costs.....	21,016	20,421	19,667	490
Total Costs.....	23,284	21,329	21,209	1,422
FTEs.....	9	15	15	15

Performance Measure:

Percent Increase the number of Minority, underserved, socially disadvantaged persons served by key programs.

	Est. Baseline	4%	10%	10%
Measure.....				
Cost per Measure (unit cost).....	21,284	21,329	21,209	1,422