

2014 Explanatory Notes
Departmental Management
Office of Advocacy and Outreach

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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 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.

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. 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, 2012, there were 45 permanent full-time OAO employees including 28 employees in Washington, DC, and 17 located in the field.

OIG Reports – In Progress

91011-0001-21 01/23 Controls over the Grant Management Process of the Office of Advocacy and Outreach

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

Item	2011 Actual		2012 Actual		2013 Estimate		2014 Estimate	
	Amount	SY	Amount	SY	Amount	SY	Amount	SY
<u>Salaries and Expenses:</u>								
Discretionary Appropriations.....	\$1,425	5	\$1,209	5	\$1,216	9	\$1,217	9
Mandatory Appropriations a/.....	20,000	4	20,000	6	-	-	-	-
Rescission.....	-3	-	-	-	-	-	-	-
Total Available.....	21,422	9	21,209	11	1,216	9	1,217	9
Lapsing Balances.....	-93	-	-35	-	-	-	-	-
Subtotal Obligations, OAO.....	21,329	9	21,174	11	1,216	9	1,217	9
<u>Obligations under other USDA appropriations:</u>								
1890 Initiatives.....	3,036	16	3,083	22	2,787	25	2,787	25
1994 Program.....	724	4	810	5	743	5	743	5
Hispanic Serving Institutions.....	2,016	11	2,033	12	1,890	14	1,890	14
Office of Small Farms Coordination....	-	-	-	-	185	-	185	-
Beginning Farmers and Ranchers Ad- visory Committee.....	-	-	-	-	80	-	80	-
Other OAO Reimbursable.....	-	-	871	-	1,000	-	1,000	-
Total, Other USDA.....	5,776	31	6,797	39	6,685	44	6,685	44
Total, OAO.....	27,105	40	27,971	50	7,901	53	7,902	53

Permanent Positions by Grade and Staff Year Summary

Item	2011 Actual		2012 Actual		2013 Estimate			2014 Estimate		
	Wash.		Wash.		Wash.			Wash.		
	D.C.	D.C.	Field	Total	D.C.	Field	Total	D.C.	Field	Total
SES.....	1	1	-	1	1	-	1	1	-	1
GS-15.....	7	7	-	7	6	-	6	6	-	6
GS-14.....	4	4	-	4	4	-	4	4	-	4
GS-13.....	13	1	12	13	1	13	14	1	13	14
GS-12.....	8	1	7	8	1	7	8	1	7	8
GS-11.....	13	13	-	13	13	-	13	13	-	13
GS-9.....	3	3	-	3	3	-	3	3	-	3
GS-7.....	2	2	-	2	1	-	1	1	-	1
GS-6.....	3	3	-	3	3	-	3	3	-	3
GS-5.....	2	2	-	2	-	-	-	-	-	-
Other Graded Pos.....	4	4	-	4	-	-	-	-	-	-
Total Perm. Pos.....	60	41	19	60	33	20	53	33	20	53
Unfilled, EOY.....	19	13	2	15	-	-	-	-	-	-
Total, Perm. Full-Time										
Employment EOY.....	41	28	17	45	33	20	53	33	20	53
Staff Year Est.....	40	40	10	50	33	20	53	33	20	53

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The estimates include appropriation language for this item as follows:

Salaries and Expenses:

For necessary expenses of the Office of Advocacy and Outreach, \$1,217,000.

Lead-Off Tabular Statement

2013 Estimate	\$1,216,000
Budget Estimate, 2014.....	<u>1,217,000</u>
Change in Appropriation	<u>+1,000</u>

Summary of Increases and Decreases

(Dollars in thousands)

	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2014</u>
	Actual	Change	Change	Change	Estimate
Discretionary Appropriations:					
Office of Advocacy and Outreach.....	\$1,422	-\$213	+\$7	+\$1	\$1,217

Project Statement

Appropriations Detail and Staff Years (SY)

(Dollars in thousands)

Program	<u>2011 Actual</u>		<u>2012 Actual</u>		<u>2013 Estimate</u>		<u>Inc. or Dec.</u>		<u>2014 Estimate</u>	
	Amount	SY	Amount	SY	Amount	SY	Amount	SY	Amount	SY
Discretionary Appropriations:										
Office of Advocacy and Outreach.....	\$1,422	5	\$1,209	5	\$1,216	9	+\$1 (1)	-	\$1,217	9
Mandatory Appropriations:										
Disadvantaged Farmers and Ranchers-										
2501 Program a/.....	20,000	4	20,000	6	-	-	-	-	-	-
Rescission and Transfer (Net).....	3	-	-	-	-	-	-	-	-	-
Total Appropriation.....	21,425	9	21,209	11	1,216	9	+1	-	1,217	9
Rescission.....	-3	-	-	-	-	-	-	-	-	-
Total Available.....	21,422	9	21,209	11	1,216	9	+1	-	1,217	9
Lapsing Balances.....	-93	-	-35	-	-	-	-	-	-	-
Total Obligations.....	21,329	9	21,174	11	1,216	9	+1	-	1,217	9

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

Program	2011 Actual		2012 Actual		2013 Estimate		Inc. or Dec.		2014 Estimate	
	Amount	SY	Amount	SY	Amount	SY	Amount	SY	Amount	SY
Discretionary Obligations:										
Office of Advocacy and Outreach.....	\$1,369	5	\$1,186	5	\$1,216	9	+\$1 (1)	-	\$1,217	9
Mandatory Obligations:										
Disadvantaged Farmers and Ranchers-										
2501 Program a/.....	19,960	4	19,988	6	-	-	-	-	-	-
Total Obligations.....	21,329	9	21,174	11	1,216	9	+1	-	1,217	9
Lapsing Balances.....	93	-	35	-	-	-	-	-	-	-
Total Available.....	21,422	9	21,209	11	1,216	9	+1	-	1,217	9
Rescission.....	3	-	-	-	-	-	-	-	-	-
Total Appropriation.....	21,425	9	21,209	11	1,216	9	+1	-	1,217	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 \$1,000 for the Office of Advocacy and Outreach (\$1,216,000 and 9 staff years available in 2013) consisting of:
- a) An increase of \$8,000 for pay costs which includes \$2,000 for annualization of the fiscal year in 2013 pay raise and \$6,000 for the anticipated fiscal year 2014 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.
 - b) A decrease of \$7,000 for the FY 2013 Operating Costs.
OAO will reduce travel and contractual services.

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

State/Territory	2011 Actual		2012 Actual		2013 Estimate		2014 Estimate	
	Amount	SY	Amount	SY	Amount	SY	Amount	SY
District of Columbia.....	\$21,329	9	\$21,174	11	\$1,216	9	\$1,217	9
Lapsing Balances.....	93	-	35	-	-	-	-	-
Total, Available.....	21,422	9	21,209	11	1,216	9	1,217	9

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Office of Advocacy and Outreach- Direct Appropriation

Classification By Objects

(Dollars in thousands)

	<u>2011</u> <u>Actual</u>	<u>2012</u> <u>Actual</u>	<u>2013</u> <u>Estimate</u>	<u>2014</u> <u>Estimate</u>
Personnel Compensation:				
Washington D.C.....	\$380	\$650	\$818	\$834
11 Total personnel compensation.....	380	650	818	834
12 Personal benefits.....	82	125	208	212
Total, personnel comp. and benefits.....	462	775	1,026	1,046
Other Objects:				
21.0 Travel and transportation of persons.....	358	140	72	65
23.3 Communications, utilities, and misc. charges.....	23	15	15	15
24.0 Printing and reproduction.....	-	19	5	5
25.2 Other services from non-Federal sources.....	250	31	25	25
25.3 Other purchases of goods and services from Federal sources.....	247	167	68	56
26.0 Supplies and materials.....	4	38	5	5
31.0 Equipment.....	19	1	-	-
33 Investments and loans.....	6	-	-	-
Total, Other Objects.....	907	411	190	171
99.9 Total, new obligations.....	1,369	1,186	1,216	1,217
Position Data:				
Average Salary (dollars), SES Position.....	\$175,200	\$175,200	\$175,200	\$175,200
Average Salary (dollars), GS Position.....	\$82,359	\$94,969	\$92,001	\$92,001
Average Grade, GS Position.....	12.4	13.3	13.2	13.2

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Disadvantaged Farmers and Ranchers -2501 Program

Classification By Objects

(Dollars in thousands)

	2011	2012	2013	2014
	<u>Actual</u>	<u>Actual</u>	<u>Estimate</u>	<u>Estimate</u>
Personnel Compensation:				
Washington D.C. a/.....	\$312	\$416	-	-
11 Total personnel compensation.....	312	416	-	-
12 Personal benefits.....	89	116	-	-
Total, personnel comp. and benefits.....	401	532	-	-
Other Objects:				
21.0 Travel and transportation of persons.....	61	6	-	-
23.3 Communications, utilities, and misc. charges.....	-	6	-	-
24.0 Printing and reproduction.....	-	5	-	-
25.2 Other services from non-Federal sources.....	22	145	-	-
25.3 Other purchases of goods and services from Federal sources.....	140	250	-	-
31.0 Equipment.....	16	-	-	-
41.0 Grants.....	19,100	19,044	-	-
Total, Other Objects.....	19,339	19,456	-	-
99.9 Total, new obligations.....	19,740	19,988	-	-
Position Data:				
Average Salary (dollars), SES Position.....	\$175,200	\$175,200	-	-
Average Salary (dollars), GS Position.....	\$100,904	\$100,904	-	-
Average Grade, GS Position.....	13.5	13.5	-	-

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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 comprises five Program areas: Small and Beginning Farmers and Ranchers, Farmworker Coordination, Socially Disadvantaged Farmers, the Higher Education Institutions Program and Community Engagement. In addition, OAO is responsible for coordinating the Secretary's StrikeForce Initiative. OAO operates in close coordination with all United States Department of Agriculture (USDA) agencies, working with their outreach coordinators and providing valuable assistance with their outreach plans. The Office also is responsive to agency and individual partners and stakeholders, and has dedicated personnel to respond to calls in response to the Receipt for Service initiative. OAO provides outreach support to the National Agricultural Statistics Service's 2012 Census of Agriculture, to ensure the inclusion of small, new and beginning, socially disadvantaged, and limited-resource farmers.

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:

- Overseeing the Advisory Committee for Beginning Farmers and Ranchers;
- Overseeing the operations of the Office of Small Farms Coordination;
- Administering 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), including the administration of a grants program to enhance coordination of the outreach, technical assistance, and education efforts to reach socially disadvantaged farmers, ranchers, and forest landowners in a linguistically appropriate manner and to improve their participation in the full range of USDA programs;
- Overseeing the Minority Farmer Advisory Committee pursuant to section 14008 of 2008 Farm Bill;
- Consulting 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;
- Administering 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;
- Administering and coordinating a USDA outreach program in collaboration with USDA agencies;
- Providing strategic planning and performance measurement, coordinating outreach activities, monitoring goals and objectives, and evaluating Department programs and activities involving small farms or ranches, new, beginning or socially disadvantaged farmers or ranchers, and minority higher education institutions;
- Administering 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;

- Assisting the Department in achieving goals of the Cultural Transformation initiative and helping to address the recommendations in the Jackson-Lewis Report; and
- Coordinating the Secretary's StrikeForce Initiative.

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Selected Examples of Recent Progress:

In 2012, OAO completed the following activities:

Cultural Transformation

- OAO began developing a program matrix booklet that provides a snapshot of USDA programs by Agency. The booklet provides a program overview including program name, objective, applicant determination, uses, population restriction, funding type, and terms and conditions. The booklet will be distributed grant recipients, Agency employees, and others upon request.
- OAO worked with the three core agencies to gather and analyze their efforts in responding to the Jackson-Lewis Study recommendations.
- Hosted the Building Capacity Grants Conference. The conference theme “Advancing Higher Education, Science & Outreach” explored how Government and academia can work as partners to overcome challenges and achieve success in efforts towards Cultural Transformation. More than 350 faculty and administrators from Hispanic-Serving Institutions (HSI) in 12 State and Puerto Rico learned about funding opportunities available at six Government agencies, including USDA, U.S. Department of Education, U.S. Department of Housing & Urban Development, National Endowment for the Arts, National Institutes of Health, and the National Aeronautics & Space Administration.

Outreach to Socially Disadvantaged Farmers and Ranchers Program/Section 2501 Program:

- OAO received approximately 200 grant applications, totaling over \$89 million in requested funds. Seventy grants (35 new and 35 supplemental) totaling \$19,000,000 were awarded to projects in 34 States.
- OAO hosted 6 live and 3 streamed Capacity Building workshops at partner HSI and land-grant universities (1890’s and 1994’s) in SC, CA, NM, FL, MN, and OK with live streaming sessions to NC and ND institutions. These sessions were to assist past, present and future applicants in strengthening their applications for future funding opportunities. State office personnel from each State were among the invitees and were given an opportunity to provide an overview of their programs.
- The new Grants Management System was implemented, which will be used by both grantees and 2501 staff to enhance delivery with instant communication to grantees, centralized processing and computerized reporting, and a link from Grants.gov for processing transactions.
- Increased communication with grantees via quarterly teleconferences.

Farmworker Coordination Program:

- The office developed several new partnerships with many Federal agencies outside of USDA, including 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.
- OAO initiated a partnership with USDA’s Student Internship Program to bring in “Cesar Chavez Interns” from the College Assistance Migrant Program at the U.S. Department of Education.
- OAO maintained external communications with farmworker organizations, assessed the needs of farmworker communities and prioritized those needs, and sought out partnerships with other USDA programs. The needs of the organizations were assessed by OAO’s participation in and organization of listening sessions, and attending various farmworker conferences around the country. OAO also had several farmworker groups request meetings with our office to discuss with us ways that we may assist them.
- Made presentations/speeches at 15 Farmworker conferences, addressing a total of approximately 7,500 stakeholders. Presentations were on information pertaining to different USDA programs that may be of interest to the farmworkers that serve in these communities, and farmworkers in general.
- Organized a briefing with the Southern Poverty Law Center (SPLC) and Food Safety and Inspection Service (FSIS) about the harassment of female poultry workers. FSIS has since created changes that may be of use to these workers. OAO continues to work with SPLC on this issue.
- Held several meeting with the Farmworker Justice organization and others regarding E-verify and its impact on farmworkers. The Farmworker groups are concerned about the impact that E-verify will have on workers. OAO

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attended these meetings in response to requests by Farmworker Justice and other national organizations to help analyze the impact that E-verify would have on farmworkers prior to its implementation.

1890 National Program:

- Assisted USDA agencies in the summer placement of over 200 high school and college interns in various mission areas within USDA, both in Washington DC and throughout the Nation.
- Assisted over 75 college students in obtaining summer research positions and full-time employment with USDA.
- Conducted outreach to approximately 4,000 small and disadvantaged farmers through partnerships with USDA agencies, 1890 Cooperative Extension Programs, community-based organizations (CBO) and other State and local organizations. These efforts included organizing and assisting with planning committees, assisting with development of strategic plans, hosting speaking engagements, and conducting personal farm visits.
- Participated in and helped planned the USDA initiative, “Small Farm Intensive Training” (SMI) in Georgia, Mississippi, and Texas for farmers interested in doing business with several commercial grocers. USDA agency representatives from RD, NRCS, and FSA shared information about the Conservation Reserve Program, Noninsured Crop Disaster Assistance Program, farm loan programs, the Environmental Quality Incentives Program (EQIP), conservation plans, how to start a cooperative and secure available funding, **Small Socially-Disadvantaged Producer Grants, and a multitude of other service agency programs** and funding opportunities. The SMI and White House Project—a nonprofit organization working to advance women in business and politics—attracted over 400 small and limited resource farmers. As a result of this event and the Program Liaisons’ participation, a commitment was made by farmers and ranchers, CBO representatives, university faculty and staff (cooperative extension agents and College of Agriculture leaders), and USDA employees from Alabama, Arkansas, Georgia, Mississippi and Texas to enhance partnerships/collaborations and to continue working together to assure that small farmers meet food safety requirements for improved marketing and increased commercial contracts with grocery stores and restaurants.
- Enhanced partnerships between OAO/1890 Program Liaisons and private industry and agriculture organizations, Federal organizations, and companies focusing on student development; e.g. United Negro College Fund, Monsanto, and Federal agencies like the Environmental Protection Agency, Department of Interior, Federal Bureau of Investigations, and the Department of Homeland Security.
- Partnered with 12 USDA agencies to sponsor twenty-four 1890 National Scholars selected for 2012. This is also the first year that current college students (incoming sophomores and juniors) have applied to and been selected in the Program; over half are current college students.
- Supported the Department’s efforts to assist the following White House Initiatives:
 - Historically Black Colleges and Universities under Executive Order 13532
 - American Indian and Alaska Native Education under Executive Order 13592
 - Educational Excellence for Hispanics under Executive Order 13555
 - Asian Americans and Pacific Islanders under Executive Order 13515
- Organized and planned three USDA/1890 Task Force Meetings, in San Francisco, CA (in conjunction with the Association of Public Land-Grant Universities annual meeting) and at 1890 Land-Grant universities: Kentucky State University and Tuskegee University.
- Facilitated the involvement of the following 1890 Universities in the two special initiatives detailed below: Alabama A&M University, AL; Alcorn State University, MS; Fort Valley State University, Georgia; Prairie View A&M University, TX; Tuskegee University, AL; and the University of Arkansas, Pine Bluff, AK:
 - Small Farmer Intensives – The goal of this 2-day Small Farmer Intensive Program was to fully integrate limited resource, socially-disadvantaged, beginning and women farmers into the local sourcing programs of fruit and vegetable vendors by providing them with the necessary business skills, tools, and awareness that will allow them to be competitive in accessing new markets. The partnership was conducted with the each university’s extension personnel and the White House Project. Georgia, Mississippi and Texas each hosted a Small Farmer Intensive training in March/April 2012.
 - Next Generation Seminar Series – OAO has been working with the Special Assistant to the Assistant Secretary for Administration, the Next Generation Seminar series is designed to add value to the educational curriculum at the Universities by exposing students to management and organizational

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topics that USDA and ag-related businesses address, and by allowing students to experience career opportunities with ag-related businesses and USDA, with the goal of building our pipelines to attract diverse talent in both the public and private sector.

1994 National Program:

- The 1994 Tribal Land-Grant Colleges and Universities Program (TLGCU) was actively engaged with USDA State, non-Government organizations, and tribal agriculture councils to increase the coordination with farmers and producers and Tribal Land-Grant Institutions in Michigan. These efforts are a model for Tribal Colleges and Universities to successfully receive resources from FSA, NRCS, RD, and the Federal Excess Personal Property Program. This work developed initially through a targeted approach began in 2011.
- The TLGCU program hosted targeted teleconferences in response to solicited recommendations from the TLGCU network.
- Coordinated with national organizations to help farmers and ranchers navigate the Keepseagle claims process.
- Increased with the Agriculture Research Service (ARS) Northern Great Plains Research Laboratory coordination with 1994s and State land-grants in South Dakota and North Dakota through an Agriculture and Food Research Initiative grant from NIFA on a natural beef processing industry project for the Standing Rock Reservation in North Dakota. An expected long-term outcome is greater collegiality amongst land-grant institutions and a demonstration of how USDA partners to improve the lives and livelihoods of people.
- The 1994 Program partnered with First Nations to conduct a 2-day Training Institute, “Convening for Navajo Nation Chapter Grazing Officials”, for approximately 60 Navajo Nation Grazing Officials, farm board members, a few observers from the Navajo Nation Dept. of Agriculture, the Soil & Water Conservation District, and the Local Governance Office in Tsaile, AZ.
- The 1994 TLGCU program partnered with the American Indian Higher Education Consortium (AIHEC) to convene leadership meetings with USDA decision-makers, AIHEC leadership, and tribal college president members to build research and education capacities. One meeting was held in February and a special meeting was held at USDA in June. A 1994 Land-Grant Tribal College exhibit was displayed on the Mall concurrent with the celebration of USDA’s 150th anniversary and the anniversary of the land-grant system, to fulfill the 2002 Farm Bill’s mandate that USDA establish programs ensuring that Tribal Colleges and American Indian/Alaska Native communities participate equitably in USDA employment, programs, and activities.
- In partnership with the Hispanic Serving Institutions Program we trained and graduated our first cohort of three faculty fellows from Institute of American Indian Arts, NM, Little Big Horn Community College, MT, Lac Courte Oreilles, WI.

Hispanic Serving Institutions National Program (HSI/HSINP):

- Six HSI Regional Directors participated in over 550 activities/events. They conducted 313 presentations and 234 visits to 153 HSIs, 30 emerging HSIs, and 51 K-12 schools. Outreach and development of the newly created Hispanic-Serving Agricultural Colleges and Universities was also integrated into the Regional Director responsibilities. Regional Directors cover a wide geographic territory where institutions can be over 1,200 miles apart; the intimate knowledge of both the institutions and USDA enables them to provide multidirectional advisement to both the HSIs and USDA. Additionally, USDA agencies can build and develop partnerships, create programs, recruit students, and conduct outreach to HSIs in a reduced timeframe and without any further investment. Most importantly, USDA is better able to meet their mission of serving the Hispanic community, which is currently underserved and underrepresented.
- The E. Kika De La Garza Fellows Program marked a significant increase in class size to 27 fellows, which historically averages 20 a year. USDA hosted participants from Kansas and Minnesota for the first time. In 2012, the Executive Fellowship was designed and implemented with two fellows selected to participate. In addition, the HSI program integrated the participation of the 1994 Terra Preta Do Indio Fellows Program; the leveraging of training resources made it economical to run both programs concurrently. Fellows returned to their institutions enthusiastic to share their knowledge of USDA and the Federal Government.
- USDA Public Service Leaders Scholarship Program, forty-six students have been placed in agencies upon graduation since 2002.

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- In accordance with the OAO goals, the Leadership Group of USDA and the Hispanic Association of Colleges and University (HACU), the HSINP 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.
- USDA hosted 96 HACU Interns across the country; USDA was the top agency participating in the internship program. A survey of the HACU Internship Program performed by USDA in 2012 indicated that around 33 percent of HACU interns are permanently employed by the Federal Government.
- The USDA Junior Agricultural Ambassadors Program provided high school students in Florida, Texas, and California with the opportunity to intern with ARS and APHIS, and attend a leadership development program in Washington, DC. After completing the program, the 10 Ambassadors represent USDA at their respective high schools and serve as a resource to students interested in agricultural-related fields.
- Over 4,000 stakeholders participated in the Future Scientists Program, which engages communities and schools (grades K-12) with hands-on, inquiry-based activities that connect them with USDA ARS scientists, laboratory sites, and current agricultural science research. It addresses the National Science Education Standards by emphasizing cutting edge research and scientific processes using appropriate technologies. The Future Scientist Program is a national program funded, supported and executed by the HSINP in partnership with Texas A&M, ARS, HSIs and Hispanic Serving School Districts. This is a top priority for the OAO and the USDA-HACU Leadership Group's STEM Initiative.
- OAO represented USDA and engaged Hispanic-Serving institutions and stakeholder leadership at the 25th Annual HACU Conference, the Nation's largest and premier HSI conference. We presented at two workshops, the partnership luncheon, and at the student plenary. The student workshop was a presentation by the HSINP Regional Directors. Over 80 students attended a USDA student workshop, which was the 2nd highest rated workshop of the conference. The USDA Leadership Workshop was standing room only, and the top-rated faculty workshop.
- Participated in the first-ever USDA Rural Access to Opportunities Fair (hosted at San Diego State University – Imperial Valley Campus). This was an interactive event to provide students and faculty/staff the opportunity to network with participating regional representatives from USDA and special guests to learn about their programs, services, and resources. There were more than 250 participants and five USDA agencies in attendance.
- OAO helped facilitate the Latino Education & Advocacy Day, which is a partnership with the College of Education at California State University – San Bernardino, to bring together educators from K-12 and higher education to discuss issues facing the Latino community and the attainment of a higher education. There were approximately 195,000 participants, including event attendees and remote site viewers from 1,300 campuses across 18 countries. Follow up events are part of the long-term strategy.

Small & Beginning Farmers and Ranchers Program:

- Manages initiatives and provides leadership for the vision of the Beginning Farmers and Ranchers Program. OAO works closely with 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.
- OAO managed and coordinated the Secretary's formal reply (from Departmental units) for all recommendations generated by the Committee.
- Developed a pragmatic framework for vetting and implementing recommendations submitted by the Committee through targeted coordination among other Departmental units.
- Collaborated with Agencies to assist our customers in better understanding credit, tax, tenure, and USDA program information.
- Worked with the National Food and Agriculture Council to establish "USDA for Veterans, Reservists, and Military Families." This new interagency 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

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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 StrikeForce Program:

- OAO coordinates the StrikeForce Initiative, which provides assistance to persistent poverty counties by improving participation in and access to USDA's programs and services. StrikeForce allows USDA to illustrate its commitment to rural America through enhancing the visibility and profitability of small farms and ranches, beginning farmers and ranchers, and socially disadvantaged farmers and ranchers. It also provides the opportunity to promote and assist in the development and sustainability of rural communities, recognizing that 90 percent of all persistently impoverished communities are in rural areas.
- The StrikeForce initiative was expanded beyond the initial State of Arkansas, Mississippi, and Georgia to include Colorado, Nevada, and New Mexico.
- USDA efforts have resulted in a substantial increase in participation in FSA programs in Arkansas. As a result of these efforts in conjunction with RD, a large percentage of community facility funds were obligated for projects in StrikeForce counties, and a single-family housing program for new home construction was implemented in a very remote county minimal housing opportunities where available. In addition, Arkansas is also partnering with the University of Arkansas at Pine Bluff, East Arkansas Enterprise Community, and Arkansas Land and Farm Development Corporation through cooperative agreements to implement the goals and objectives of the StrikeForce Initiative.
- During 2012, USDA agencies (FSA, NRCS, FNS and RD) increased the amount of funds obligated to recipients in Mississippi's 52 persistent poverty counties. StrikeForce outreach activities facilitated the sharing of program information and enhanced access to assistance to over 500 residents, which resulted in 129 awards. These awards have the potential to produce approximately 50 jobs and could generate tax revenue of more than \$500,000. FNS developed and authorized 27 new markets in the StrikeForce counties. Two USDA-funded community-based organizations hosted the 2012 Small Farmer Intensive Workshops, which were geared to assist small, socially disadvantaged farmers in their efforts to conduct business with Wal-Mart and other national produce chains.
- Application numbers in the StrikeForce targeted areas in Georgia nearly doubled from 2011 to 2012. More than 75 meetings were held. This was made possible by developing partnerships and agreements with local community-based organizations and cooperative extension programs in the State. In 2012, Georgia StrikeForce outreach activities provided access and program information to more than 23,000 potential customers.
- USDA conducted a significant amount of outreach in targeted areas in Colorado. For example, RD alone participated in over 290 outreach events in Strike Force counties.
- In Nevada, pre-applications and applications have increased from tribes and Native American producers. Outreach was also conducted through meetings sponsored by local conservation districts in some of the most remote communities in the State. OAO and FNS participated on a steering committee and the agricultural working group of a statewide strategic plan for food security, and accomplished significant work in increasing access to healthy foods.
- During the first year of StrikeForce in New Mexico, RD, NRCS and FSA saw an increase in interest in their programs. Numerous outreach sessions and trainings were conducted across the State. The agencies have coordinated StrikeForce meetings in numerous counties to include Rio Arriba, Luna, and Torrance. Working with the Indian Nation Conservation Alliance, USDA assisted the Picuris Pueblo form the first Pueblo/Tribal Conservation District. In addition, the Picuris Pueblo was awarded their first EQIP contract. Several trainings and workshops were provided and important program and technical assistance was given to over 400 new and existing clients of the historic Spanish Acequia farming communities.

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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 objective that contribute to the strategic goals of the Department.

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.	Ensure the Department and its programs are open and transparent.	Outreach and Assistance for Socially Disadvantaged Farmers and Ranchers (2501) 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.

Key Performance Measures and Targets:

Measure	2008 <u>Actual</u>	2009 <u>Actual</u>	2010 <u>Actual</u>	2011 <u>Actual</u>	2012 <u>Actual</u>	2013 <u>Target</u>	2014 <u>Target</u>
Increase the number of Minority, underserved, socially disadvantaged persons served by key programs	N/A	N/A	Est. Baseline	4%	10%	1%	1%
Cost (thousands)	N/A	N/A	\$21,284	\$21,329	\$21,174	\$1,216	\$1,217

Select Past Accomplishments Toward Achievement of the Key Outcome:

- OAO received approximately 200 grant applications to the (2501) program, totaling over \$89 million in requested funds. Seventy grants (35 new and 35 supplemental) totaling \$19,000,000 were awarded to projects in 34 States.
- OAO initiated a partnership with USDA’s Student Internship Program to bring in summer interns “Cesar Chavez Interns” from the College Assistance Migrant Program at the U.S. Department of Education.
- In the USDA Public Service Leaders Scholarship Program, forty-six students have been placed in agencies upon graduation since 2002.

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Selected Accomplishments Expected at the 2014 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:

- Administering the Higher Education Initiative which is composed of three programs:
 - USDA/1890 Land Grant Institutions at Historically Black Colleges and Universities. Continue to enhance partnerships between OAO/1890 Program Liaisons and private industry and agriculture organizations, Federal organizations, and companies focusing on student development; e.g. United Negro College Fund, Monsanto, and Federal agencies like the Environmental Protection Agency, Department of Interior, Federal Bureau of Investigations, and the Department of Homeland Security.
 - USDA/1994 Land Grant Institutions (Tribal Colleges) Program. The 1994 Tribal Land-Grant Colleges and Universities Program (TLGCU) will continue to actively engage with USDA State, non-Government organizations, and tribal agriculture councils to increase the coordination with farmers and producers and Tribal Land-Grant Institutions in Michigan. These efforts are a model for Tribal Colleges and Universities to successfully receive resources from FSA, NRCS, RD, and the Federal Excess Personal Property Program. This work developed initially through a targeted approach began in 2011.
 - USDA/Hispanic Serving Institutions National Program (HS/NP). In accordance with the OAO goals, the Leadership Group of USDA and the Hispanic Association of Colleges and University (HACU), the HSINP will continue to increase Hispanic participation in USDA programs, with a special emphasis on Science, Technology, Engineering and Math to address USDA’s current and future workforce needs. In addition, OAO will help facilitate the Latino Education & Advocacy Day, which is a partnership with the College of Education at California State University – San Bernardino, to bring together educators from K-12 and higher education to discuss issues facing the Latino community and the attainment of a higher education.

Geographic Breakdown of Obligations and Staff Years (SY)

(Dollars in thousands)

State/Territory	<u>2011 Actual</u>		<u>2012 Actual</u>		<u>2013 Estimate</u>		<u>2014 Estimate</u>	
	Amount	SY	Amount	SY	Amount	SY	Amount	SY
District of Columbia.....	\$21,329	9	\$21,174	11	\$1,216	9	\$1,217	9
Lapsing Balances.....	93	-	35	-	-	-	-	-
Total, Available.....	<u>21,422</u>	<u>9</u>	<u>21,209</u>	<u>11</u>	<u>1,216</u>	<u>9</u>	<u>1,217</u>	<u>9</u>

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Full Cost by Department 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.

<u>Program/ Program Items</u>	2011 <u>Actual</u>	2012 <u>Actual</u>	2013 <u>Estimate</u>	2014 <u>Estimate</u>
<u>Office of Advocacy and Outreach</u>				
Administrative costs (direct).....	\$863	\$1,307	\$1,026	\$1,046
Indirect costs.....	20,466	19,867	190	171
Total Costs.....	21,329	21,174	1,216	1,217
FTEs.....	9	11	9	9
Performance Measure:				
Percent Increase the number of Minority, underserved, socially disadvantaged persons served by key programs. Measure.....	4%	10%	1%	1%
Cost per measure (unit cost).....	21,329	21,174	1,216	1,217