

## Outreach Assistance to Customers Process Step Table

PURPOSE: Coordinate outreach efforts with state and local partners to ensure effective outreach

SCOPE: State-wide in all NRCS offices

<b>Step</b> Action – a verb sentence	<b>Responsibility</b> Any position that is accountable for the completion of this step.	<b>Inputs</b> Items needed to complete the step (forms, tools, people, etc)	<b>Control</b> Practice Standard, Policy, Regulations, etc.	<b>Output</b> Completed object, form, reviewable product, or demonstrated knowledge.
1. Identify under-served and non-traditional customers in each county in Iowa.	<ul style="list-style-type: none"> <li>• District Conservationist (DC)</li> <li>• RC&amp;D Coordinator</li> <li>• State Outreach Coordinator (SOC)</li> </ul>	<ul style="list-style-type: none"> <li>• <u>Outreach Assistance Handbook</u> (revised August 2006)</li> </ul>	<ul style="list-style-type: none"> <li>• General Manual (GM) 230, Part 406</li> </ul>	<ul style="list-style-type: none"> <li>• Contact list of under-served and non-traditional customers by county to be used for effective outreach</li> </ul>
2. Meet with identified customer groups to identify needs.	<ul style="list-style-type: none"> <li>• DC</li> <li>• RC&amp;D Coordinator</li> <li>• SOC</li> </ul>	<ul style="list-style-type: none"> <li>• <u>Outreach Communication Process Guide</u> (Revised October 2006)</li> <li>• Contact list</li> </ul>	<ul style="list-style-type: none"> <li>• GM 230, Part 406</li> </ul>	<ul style="list-style-type: none"> <li>• Customers' needs identified and documented in meeting notes and evaluations or targeted questionnaire</li> </ul>
3. Develop items for business plan with strategies to address identified customer needs.	<ul style="list-style-type: none"> <li>• DC</li> <li>• RC&amp;D Coordinator</li> </ul>	<ul style="list-style-type: none"> <li>• Documentation from meetings with customer groups</li> </ul>	<ul style="list-style-type: none"> <li>• GM 230, Part 406</li> </ul>	<ul style="list-style-type: none"> <li>• Business Plan</li> </ul>
4. Identify and request resources for effective outreach implementation to meet identified needs.	<ul style="list-style-type: none"> <li>• DC</li> <li>• RC&amp;D Coordinator</li> <li>• SOC</li> <li>• Partners</li> </ul>	<ul style="list-style-type: none"> <li>• Business Plan</li> <li>• List of funding sources</li> </ul>	<ul style="list-style-type: none"> <li>• GM 230, Part 406</li> </ul>	<ul style="list-style-type: none"> <li>• List of resources (time and money) allocated by agency and partners</li> </ul>
5. Implement business plan.	<ul style="list-style-type: none"> <li>• DC</li> <li>• RC&amp;D Coordinator</li> </ul>	<ul style="list-style-type: none"> <li>• Business Plan</li> <li>• Available resources</li> <li>• Budget</li> </ul>	<ul style="list-style-type: none"> <li>• GM 230, Part 406</li> </ul>	<ul style="list-style-type: none"> <li>• Non-traditional customers receive benefits and services from NRCS</li> </ul>
6. Report outreach efforts and accomplishments to SOC.	<ul style="list-style-type: none"> <li>• DC</li> <li>• RC&amp;D Coordinator</li> </ul>	<ul style="list-style-type: none"> <li>• Reports</li> <li>• Iowa Reporting System</li> </ul>	<ul style="list-style-type: none"> <li>• GM 230, Part 406</li> </ul>	<ul style="list-style-type: none"> <li>• Outreach accountability documented and available for state and National Office, and NRCS Outreach Division</li> <li>• Full reports sent to all Iowa offices 2<sup>nd</sup> and 4<sup>th</sup> quarters</li> </ul>

Field Checked: March 20, 2006  
 Approved: /s/Richard Van Klaveren  
 Richard Van Klaveren, State Conservationist  
 Date Approved: August 7, 2006