



United States Department of Agriculture
Natural Resources Conservation Service

Wyoming Civil Rights Advisory Committee

Performance Plans: Achieving Your Equal Opportunity/Civil Rights Performance Element

~Think Outreach~

The NRCS requires an Equal Opportunity/Civil Rights (EO/CR) element in every employee's Performance Plan. Many employees are unsure of what fulfills this requirement and often ask themselves, "What can I do to earn a fully successful, or better rating?" The Wyoming NRCS' Civil Rights Advisory Committee (CRAC) would like to give employees ideas on how to meet and surpass their EO/CR element in the performance plan, as well as bettering our agency by making employees aware of the importance of Civil Rights within the NRCS.

“What can I do to earn a fully successful, or better, rating?”

Getting involved in Outreach is a way you can meet your performance element and help NRCS achieve its mission goals.

Getting Started:

- Discuss your ideas or plans with your supervisor to help insure that your efforts fit within his or her expectation of your performance
- Choose outreach activities and tasks that clearly demonstrate benefits to NRCS and that support your work unit's performance objectives.
- Consider NRCS' National Outreach Policy that states "Outreach is an integral part of the overall delivery of NRCS programs and service to customers and potential beneficiaries" and will engage the entire agency.
- Understand that you already have an important role in outreach whether it be a support role, leadership role, or one that directly interacts with NRCS clients.
- Be strategic in selecting outreach activities that support your work unit's objectives. Use your annual and long-term work plan to help identify outreach opportunities and guide your efforts.

This list of suggested outreach ideas is intended to help you develop activities that will work best in the context of your work unit and job responsibilities. Selections should be made collaboratively with each employee and their supervisor and should be documented.

Underlined text are links.

- Attend quarterly CRAC meetings. WY CRAC holds quarterly meetings around the state. Anyone can attend and participate in these meetings.
 - This would allow employees to see what WY CRAC is doing for outreach.
- Review population demographics in your county. [Wyoming NASS County Profile](#)
 - Compare the NASS data with client assistance histories and start tracking this history.
- Share and discuss outreach ideas, opportunities, and strategies at staff meetings.
- Host or help organize a technical workshop for targeted clients. Invite cultural liaisons to help facilitate communication and build trust.
- Persuade NRCS partners to conduct outreach to new clients. Help them carry out your suggestion.
- Establish a relationship with your local tribe's resource manager. Invite that person to your local work group meetings and other activities.
- Help get the word out about any community or statewide natural resource conferences or workshops.
- Contact local elected officials to promote their better understanding of NRCS services and community benefits. Ask them to help unlock doors to non-traditional client groups. They may have community or cultural contacts who are willing to help you.
- Collaborate with partners to support mutual outreach goals.
- Take on self-development challenges: Learn more about a group's culture and explore ways to build trust.
- Share custom products (PowerPoints, fact sheets, news releases, workshop announcements, translated materials, etc.) with your State Outreach Coordinator, **Grant Stumbough**. He can post these on the State Outreach and national Outreach SharePoint sites so that others can use or adapt them for their use.
- Recruit Earth Team Volunteers to help achieve outreach success.
- Encourage partners to consider incorporating ways to meet ADA standards for community access improvements (i.e. trail accessibility, Braille signage, use of photos to convey a message, or use of bi-lingual captions at outdoor classrooms, etc.)
- Establish a relationship with local media representatives. Keep them posted on programs, services, sign-up periods, new resources, etc., ask that messages be translated, if possible, to other languages used in the community.
- Get to know the local Extension Advisor that covers your service area. Chances are there will be opportunities to work together on mutually beneficial projects and outreach efforts.
- Learn more about [Wyoming AgrAbility](#) "Wyoming AgrAbility is part of a national program administered through the United States Department of Agriculture, focused on promoting independence for members of the agricultural community who have disabilities resulting from; injury, illness, aging, or other causes."
- Include outreach in all project and program work plans.
 - Develop your own ideas!
 - Be creative!