



Caribbean Area Outreach Plan FY 2016

GOAL: To improve outreach to special emphasis, socially-disadvantaged, traditionally-underserved and beginning farmers and other non-traditional user groups throughout the Caribbean Area in pursuit of equitable delivery of NRCS programs and technical and financial assistance.			
1. Objective: Maintain an up-to-date Outreach Plan and data.			
Activity	Lead	Due Date	% Complete
a. Develop & provide demographic products (maps, charts, etc.) using latest Census / NASS data to each FO to help them target underserved clients in their service area.	CRAC, ASTC, Outreach Coord. (OC)	6/30/16	
b. Share State Outreach Plan with field offices, watershed teams, partners and clients throughout the Caribbean Area via SharePoint and CB-NRCS website.	OC	1/31/16	
c. Post updated FY16 Outreach Report tool on SharePoint and ensure each Field Office updates monthly.	ASTC, OC	10/31/15	
d. Coordinate outreach efforts with Leadership Team, State Technical Committee, sister agencies and partners (SWCDs) to share information on outreach to Caribbean Area-based special emphasis groups. Discuss possibility of hosting outreach workshops in 2015.	ASTC, OC	9/30/16	
2. Objective: Provide Outreach Training / Resources to Caribbean Area Field Offices (Internal)			
Activity	Lead	Due Date	% Complete
a. Provide outreach training and/or training materials for all employees to reinforce outreach responsibilities and available tools.	OC, SEPMs	9/30/16	
b. Draft and distribute outreach materials [posters, brochures, etc] to all employees via email, CB SharePoint.	OC, SEPMs, ECS, Soils, Eng.	As needed - 9/30/16	
3. Objective: Provide Civil Rights Training / Resources to Caribbean Area Employees (Internal)			
Activity	Lead	Due Date	% Complete
a. Discuss civil rights activities and special observances at monthly staff meetings; email notices of activities/ events.	DCs, SEPMs	As needed	
b. Provide training on NRCS policies regarding Titles VI and VII of the CRA, sexual harassment, and workplace violence for all employees & SWCD members.	CRAC	9/30/16	
c. Update checklist of mandatory civil rights posters for field offices, post updated checklist and required posters on CB SharePoint, as needed.	OC	3/31/16	
d. Provide training for new SEPMs / CRAC members.	CRAC	As needed - 9/30/16	
e. Draft/update Civil Rights outreach materials (brochure, factsheets), post to CB SharePoint & CB website.	CRAC Chair, OC, SEPMs	9/30/16	
f. Post CRAC meeting agendas, minutes, reports and other info to CB SharePoint for all employees.	CRAC	Quarterly	



g. Post USDA non-discrimination statement on SharePoint and ensure its use on all publications and announcements.	CRAC, OC, all staff	As needed - 9/30/16	
h. Promote NRCS careers and opportunities. Encourage hiring of under-represented groups.	CRAC, HRM	9/30/16	
4. Objective: Deliver conservation message to all targeted audiences (External).			
Activity	Lead	Due Date	% Complete
a. Develop/update factsheets targeted at special emphasis groups to highlight geographic distribution of general population and farmer demographics. Post on CB SharePoint, website, GovDelivery & Twitter.	SEPMs, OC, ECS, Soils, Eng.	9/30/16	
b. Ensure Field Office business plans incorporate outreach activities, including establishing and maintaining contact with underserved communities, distributing News Releases to partners and media, public meetings, direct mailings, participation in local agricultural and environmental fairs, meetings, special events, etc.	DCs, ASTC	1/31/16	
c. Produce timely news releases and/or advertisements on program announcements, agency activities and events. Distribute to mass media outlets; post on CB SharePoint, website, GovDelivery & Twitter.	DCs, OC, SEPMs, ECS, Soils, Eng.	As needed - 9/30/16	
d. Air conservation initiative radio/TV spots and/or participate in local radio and/or TV talk shows to promote NRCS programs.	DCs, PMs, OC	As needed - 9/30/16	
e. Produce 6 bi-monthly NRCS Caribbean Newsletters. Distribute electronically to partners and clients and post to CB website & Twitter.	OC	9/30/16	
f. Publications (print and electronic): Target conservation messages to specific audiences based on their needs/ resources/knowledge, etc.	DCs, OC, ECS, Soils, Eng., ASTC	As needed - 9/30/16	
g. Social Media/GovDelivery Campaign: Develop notices to inform targeted audiences about NRCS programs and services. Utilize Twitter & GovDelivery to disseminate information on NRCS programs and services; expand GovDelivery & social media clientele.	DCs, OC, ECS, Soils, Eng., STC	As needed - 9/30/16	
h. Exhibits and Presentations: Present exhibits/displays at county fairs, earth day activities, local conferences, ethnic observance festivals, etc.	DCs, ECS, Soils, Eng., OC, CRAC	As needed - 9/30/16	
i. Update Caribbean Area website on a monthly basis: www.pr.nrcs.usda.gov	OC	9/30/16	
j. Work with local farmers' cooperatives and groups, local Extension Service offices, State Departments of Agriculture and other groups, targeting socially-disadvantaged/ underserved clients, to promote energy, organic & other conservation practices.	DCs, ECS, Soils, Eng., OC, SEPMs	As needed - 9/30/16	



k. Provide technical training (web soil survey, soil health, practice implementation, CNMP, wetlands, engineering) to employees, partner agencies and organizations.	DCs, Prog. Mgrs. (PMs), support staff	As needed - 9/30/16	
l. Conduct public meetings, presentations, field demonstrations to increase awareness and knowledge of NRCS programs and assistance (CIG, RCPP, Energy, Organic, Soil Health, High Tunnel).	DCs, PMs, OC	As needed - 9/30/16	
m. Promote People's Garden Initiative with local school & community groups and govt. agencies.	ECS	9/30/16	
n. Continue/expand partnerships to promote conservation practices in targeted watersheds: Guánica/Río Loco, St. Croix East End, South Aquifer, Coloso Valley, Añasco.	DCs, ASTC, ECS, Soils, Eng., OC	9/30/16	
5. Objective: Assess Outreach Efforts: Responsibilities, Records, and Reporting			
Activity	Lead	Due Date	% Complete
a. Record and report program delivery and outreach efforts and accomplishments monthly in Outreach Tool on CB SharePoint.	DCs, PMs, SEPMS	9/30/16	
b. Analyze outreach accomplishments and activities with partners. Identify successes and barriers to outreach.	DCs, PMs, SEPMS	Quarterly; as needed	
c. Collect feedback from end users of Outreach SharePoint, Twitter and website; reporting forms, and direct contacts and make useful revisions.	OC	9/30/16	
d. Produce FY15 Caribbean Area Annual Accomplishments Report to highlight program accomplishments, outreach projects, success stories, and partnerships.	OC	1/31/16	