

For: State and County Offices

GovDelivery Administration, Marketing, and E-Mail Subscription Acquisition Process

Approved by: Administrator



1 Overview

A Background

Obsolete Notice INFO-48:

- affirmed the high priority of communicating information to producers in a timely and efficient manner
- estimated the extremely high costs to reach the 1.4 million producers who participate in FSA programs through a printed and bulk-mailed newsletter
- introduced the concept of an electronic news distribution system through GovDelivery, in 2 phases
- instructed State Offices to encourage producers to volunteer e-mail addresses and cell numbers, and establish GovDelivery training in a timely manner.

Obsolete Notice INFO-51 provided:

- instruction and guidance for developing GovDelivery capabilities for State and County Offices
- encouragement to solicit producer e-mail addresses
- actions to be taken.

Obsolete Notice INFO-55 provided:

- summary of roles and responsibilities for GovDelivery administrative and content provider team members at the National, State, and County Office levels
- an overview of document types for distribution through GovDelivery
- instructions for transferring e-mail address from SCIMS to GovDelivery.

Disposal Date	Distribution
January 1, 2014	State Offices; State Offices relay to County Offices

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1 Overview (Continued)

B Purposes

This notice provides:

- summary of roles and responsibilities for GovDelivery administrative and content provider team members at the National, State, and County Office levels
- review of document types to be distributed by State and County Office through GovDelivery
- examples of the updated marketing materials that will assist State and County Offices in marketing GovDelivery to all potential subscribers
- proper usage of AD-2047 for gathering producer e-mail addresses for the purpose of GovDelivery and/or similar producer and/or farm-specific correspondence issued electronically.

C Contacts

If a **County Office/topic level GovDelivery administrator** has questions about this notice, they shall contact their State Office/Group Level GovDelivery Administrator.

If a **State Office/group level GovDelivery administrator** has questions about this notice, they shall contact the OEA, PAS; regional public affairs specialist (RPAS) for their region, from the following:

- Brenda Carlson (lead RPAS), Central Region by either of the following:
 - e-mail to **brenda.carlson@tx.usda.gov**
 - telephone at 979-680-5213
- Paul Lehman, RPAS, West Region by either of the following:
 - e-mail to **paul.lehman@ca.usda.gov**
 - telephone at 530-792-5537
- Murray Dale Watts, RPAS, South Region by either of the following:
 - e-mail to **murray.watts@tn.usda.gov**
 - telephone at 931-368-0252, Extension 116

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1 Overview (Continued)

C Contacts (Continued)

- Mike Kaufman, RPAS, North Region by either of the following:
 - e-mail to **mike.kaufman@oh.usda.gov**
 - telephone at 614-255-2442.

Issues that remain unresolved at the regional level will be elevated to the National Office, OEA and OCIO respectively.

2 Roles and Responsibilities for Administrators/Content Providers

A Definitions

The following subparagraphs define the formal “roles and responsibilities” associated with employees who are designated GovDelivery account holders. The titles of “Topic Administrator”, “Group Administrator”, and “Account Administrator” were established by the GovDelivery vendor and denote levels of permissions within the GovDelivery system granted to account holders. Likewise, the term “Content Provider” may be used as a general reference of any individual who has a GovDelivery account and is responsible for providing newsletter, bulletin, or related content. All account holders are familiar with the “titles” associated with their account permissions.

B Topic Administrator (County Level)

At the County Office/topic level, administrators (also referred to as county content providers) will have access to the OEA SharePoint site’s GovDelivery tools and training where program updates, tutorials, and monthly e-mail address databases are posted. Topic administrators are required to perform several communication functions related to GovDelivery, including:

- creating newsletters, bulletins, and welcome e-mails from templates and materials provided
- distributing newsletters, bulletins, and welcome e-mails to GovDelivery subscribers who have signed up for their county information
- maintaining their subscriber list in GovDelivery by loading new subscribers monthly from the OEA SharePoint site’s “GovDelivery” section (see paragraph 5 on method to load subscribers)
- effectively marketing free GovDelivery subscriptions to agricultural producers to increase the distribution base.

Note: Marketing the use of GovDelivery to FSA stakeholders is a responsibility of all FSA employees and is not the sole responsibility of the county GovDelivery topic administrator.

Notice INFO-60

2 Roles and Responsibilities for Administrators/Content Providers (Continued)

C Group Administrator (State Level)

At the State Office level, group administrators will have access to the OEA SharePoint site's GovDelivery tools and training, and provide management and oversight of and for the County Office level topic providers. Group administrators have access to all County Office, topic level GovDelivery administrative pages for their respective State. Group administrators may also create and distribute Statewide publications and bulletins on an occasional basis. Typical duties include:

- monitoring and evaluating output to ensure proper GovDelivery usage, with special emphasis on adherence to standard templates to ensure uniformity and compliance with USDA and FSA visual standards
- monthly monitoring and evaluating the import of e-mail addresses from SCIMS to the topic level subscriber lists to ensure prompt addition of newly loaded e-mail addresses from the SCIMS lists available on the OEA SharePoint site
- ensuring that all new subscribers receive the welcome e-mail promptly
- ensuring that topic administrators receive proper training to perform their local publication functions properly
- working with State webmasters and State communications coordinators, when the communications coordinator and webmaster is **not** also the GovDelivery group administrator) to post news releases of Statewide significance to the State Web page under the "State News Releases" section of the web site.

Note: This will ensure that news releases are issued to subscribers who have elected to receive news releases through GovDelivery as news releases posted to the State web site are automatically distributed to GovDelivery subscribers based on their self-elected subscription preferences.

D Group Administrators (Regional Level – OEA Staff)

At the regional level, GovDelivery administrators have access within their region to all group- and topic-level administrative pages in GovDelivery. Regional level group administrators work with the State group administrators and topic administrators under the guidance of the national account administrators to do the following:

- oversee the group administrators to ensure proper usage of information technology (IT) resources, including downloading SCIMS e-mail addresses from OEA SharePoint, sending welcome e-mails promptly, and properly adhering to newsletter and bulletin templates and other frequency and naming standards
- ensuring that State group administrators and topic administrators receive proper training to perform their local publication functions properly and conducting or coordinating regional training periodically, as necessary.

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2 Roles and Responsibilities for Administrators/Content Providers (Continued)

E Account Administrators (National Level OEA Staff and OCIO)

At the National Office level, account administrators have access to all group- and topic-level administrative pages in GovDelivery. Account administrators work with regional, group, and topic level administrators, the GovDelivery system vendor, Web service office, and OCIO to accomplish the following:

- evaluate progress and effectiveness of results in GovDelivery electronic communication
- ensure that GovDelivery and IT resources work efficiently
- implement improvements, as needed
- troubleshoot problems and coordinate resolutions with the GovDelivery vendor and/or Web services office
- manage account holder and subscriber related issues
- generate user reports and related data
- manage the OEA GovDelivery SharePoint site for GovDelivery account holders.

3 Basic GovDelivery Welcome E-Mail, Newsletter, and Bulletin Communication Materials

A “Welcome to GovDelivery” E-Mail

All GovDelivery correspondence shall have the county name listed in the subject line along with the purpose of the document. For example, “Welcome to Jones County GovDelivery”, “Smith County May Newsletter”, and “Madison County COC Election Notice”. Detailed instructions can be found in the GovDelivery training guide located on the OEA SharePoint site under “GovDelivery”.

When producers or other interested parties sign up to receive FSA State or county information through GovDelivery by completing AD-2047, those e-mail addresses are loaded into the SCIMS database. The OEA SharePoint SCIMS e-mail download will capture newly loaded e-mail addresses on a monthly basis (on or around the 15th of each month). The county level topic administrator will then follow proper procedure for importing e-mail addresses into GovDelivery.

The welcome e-mail will be sent immediately following the SCIMS e-mail download and GovDelivery import each month. The welcome e-mail will confirm the free subscription to GovDelivery and provide a link for subscribers to manage their subscription to add or delete subscriptions by State, county, or specific topic. There is no limit on the number of selections the recipient can make.

Notice INFO-60

3 Basic GovDelivery Welcome E-Mail, Newsletter, and Bulletin Communication Materials (Continued)

A “Welcome to GovDelivery” E-Mail (Continued)

Producers and others will also subscribe to GovDelivery on their own through FSA web sites and from marketing materials. Self-subscribers may or may not have SCIMS records, but they will receive the welcome e-mail.

Welcome e-mails must be sent by the County Office/topic level administrator as soon as possible after a new import of subscribers is performed.

Note: Proper recipient filter settings should be used to ensure that only new subscribers receive the welcome e-mails each month. Instructions are provided in the user guide that provided to GovDelivery topic administrators during national OEA training and available on the OEA GovDelivery SharePoint site.

The following template shall be used by County Office/topic level administrators for their “Welcome to GovDelivery” e-mail. It is available in GovDelivery Create Advanced Template.

Notice INFO-60

3 Basic GovDelivery Welcome E-Mail, Newsletter, and Bulletin Communication Materials (Continued)

A “Welcome to GovDelivery” E-Mail (Continued)

 **Month 2013**



WELCOME TO GOVDelivery



This block is locked.

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**Welcome to GovDelivery –
FSA's Electronic News and Newsletter Service**

 Farmers and Ranchers in NAME County now have a more efficient timely option for receiving important Farm Service Agency (FSA) program eligibility requirements, deadlines and related information.

We are now offering free online communications through our GovDelivery electronic news service. News will now be sent via e-mail right to your home or farm office or to your Smartphone – affording you immediate notification of farm program news pertinent to your agricultural operation.

By managing your GovDelivery online account, you can establish your subscriber preferences by choosing to receive federal farm program information by topic, by state and/or by county. You can select as many subscriber options as you want...

Manage subscriber preferences at the following link:

SUBSCRIBER SERVICES:
[Manage Preferences](#)

GovDelivery is your one-stop shop for the most up-to-date USDA program information.

GovDelivery will enable us to keep you better informed AND allow us to conserve resources and reduce taxpayer expenses associated with the preparation, printing and distribution of hardcopy newsletters.

Thank you for subscribing to FSA's GovDelivery electronic news service.

 **Questions?**

Please contact CED Name, County Executive Director, at (XXX) XXX-XXXX, first.last@xx.usda.gov or for Farm Loans, please contact FLM Name, Farm Loan Manager, at (XXX) XXX-XXXX, first.last@xx.usda.gov.

USDA is an equal opportunity provider and employer. To file a complaint of discrimination, write: USDA, Office of the Assistant Secretary for Civil Rights, Office of Adjudication, 1400 Independence Ave., SW, Washington, DC 20250-9410 or call (866) 632-9992 (Toll-free Customer Service), (800) 877-8339 (Local or Federal relay), (866) 377-8642 (Relay voice users).

Notice INFO-60

3 Basic GovDelivery Welcome E-Mail, Newsletter, and Bulletin Communication Materials (Continued)

B GovDelivery E-Mail Newsletter

Historically, the FSA County Office staff created and mailed a newsletter monthly, quarterly, or less frequently, to agricultural producers as maintained in a County Office mailing list. The new GovDelivery newsletter essentially replaces that expensive and time-consuming publication with a more efficient and dramatically less costly electronic option.

The FSA GovDelivery newsletter provides essential program dates, deadlines, and details to agricultural producers instantaneously on a monthly basis. The newsletter should be used to provide USDA and FSA information. Brief blurbs about sister agency and partnering outreach organization programs or events may occasionally be included in monthly County Office GovDelivery newsletters. Information promoting commercial entities, and their products, service, or events, shall **not** be included in any GovDelivery correspondence.

County Office GovDelivery newsletters should be e-mailed once a month by the County Office/topic level administrator to all county subscribers. GovDelivery newsletters shall be comprised of no more than 3 to 6 articles. State Office GovDelivery newsletters can be e-mailed on an infrequent, as-needed basis. In months when the State Office issues a newsletter to all subscribers Statewide, County Office newsletters will **not** be required.

- The GovDelivery “Newsletter” template shall be used as formatted, including fonts and typeface, when communicating more than 2 important subjects (articles).
- Under “County FSA Updates” topic, providers shall insert a table of contents (the “Table of Contents” function in GovDelivery creates hyperlinks to each article listed in the body of the newsletter allowing subscribers to “jump” to each article of interest without having to scroll through the entire document). The table of contents is **required** in all monthly newsletters. The tutorial for creating table of contents can be found on the GovDelivery SharePoint site.
- Following the table of contents, the first paragraph in a newsletter may be used by CED for a message or to highlight a special event or date.
- To obtain proper spacing and minimize white space, users shall create single space text blocks by using the “Shift +Enter” keystroke according to training and related tutorial. The “Return/Enter” key in GovDelivery default is a double space.
- Contact information for CED and FLM (or appropriate FLP employee who provides loan services to producers in the respective county) shall **both** be listed on **all** GovDelivery correspondence regardless of correspondence subject matter. In the newsletter, both contacts shall be listed in the left sidebar of the template.

Notice INFO-60

3 Basic GovDelivery Welcome E-Mail, Newsletter, and Bulletin Communication Materials (Continued)

B GovDelivery E-Mail Newsletter (Continued)

- Except in extenuating circumstances, and with OEA approval, .PDF and .JPG files shall not be attached to and/or issued through GovDelivery.
- As per national notice AO-1579, COC meeting dates and times shall be included in all newsletters. COC information shall be added to the left sidebar of the newsletter template.

The following is the **required** GovDelivery “Newsletter” template that shall be used by County Office/topic level administrators. It is available in GovDelivery.

3 Basic GovDelivery Welcome E-Mail, Newsletter, and Bulletin Communication Materials (Continued)

B GovDelivery E-Mail Newsletter (Continued)

Month 2013



[[VIEW_THIS]]

Name County FSA Updates

- [Table of Contents is auto-generated]

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Phone: XXX-XXX-XXXX Fax: XXX-XXX-XXXX	
County Executive Director: Name	
Program Technicians: Name	
Farm Loan Manager: Name Phone: XXX-XXX-XXXX	Second Heading Here
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Notice INFO-60

3 Basic GovDelivery Welcome E-Mail, Newsletter, and Bulletin Communication Materials (Continued)

C GovDelivery E-Mailed Bulletins

County Office/topic level GovDelivery administrators shall take advantage of the GovDelivery electronic communication system to create and send periodic short informational items electronically from their desktop in a short, bulletin format. The FSA GovDelivery bulletins provide needed information in an immediate manner to alert producers to emergency or critical program information of great importance to their operations. A rule of thumb is, if a County Office would have sent a postcard or direct mailing to a producer before GovDelivery availability, then issuing a GovDelivery bulletin is appropriate.

- County Office bulletins shall **not** be sent more than twice a month and will contain no more than 2 articles per bulletin. Additional topics can be held for the newsletter.
- State Office bulletins can be sent on a less frequent, as-needed basis.
- Bulletins should only be sent about FSA program information or events in which FSA will play a prominent role. Do **not** send stand-alone bulletins about sister agency program information or events, unless FSA plays a prominent role.
- GovDelivery bulletins shall **not** be issued to promote commercial entity products, or their services or events.
- The GovDelivery “Bulletin” template shall be used as formatted, including fonts and typeface, when communicating no more than 2 important subjects (articles).
- Use single spaces to obtain proper spacing and minimize white space by using “Shift+Enter” keystroke according to training and related tutorial. The “Return/Enter” key in GovDelivery default is a double space.
- Contact information for CED and FLM, or appropriate FLP employee who provided loan services to producers in the respective county, shall **both** be listed on **all** GovDelivery correspondence regardless of correspondence subject matter. In the bulletin, both contacts shall be provided in the “**Questions?**” section of the bulletin template.
- Except in extenuating circumstances, and with OEA approval, .PDF and .JPG files shall **not** be attached to and/or issued through GovDelivery.

The following is the **required** GovDelivery “Bulletin” template that shall be used by County Office/topic level administrators for FSA State or County Office bulletins. It is available in GovDelivery.

Notice INFO-60

3 Basic GovDelivery Welcome E-Mail, Newsletter, and Bulletin Communication Materials (Continued)

D Suggested Communications Actions to Supplement GovDelivery Electronic News Distribution

FSA recognizes that not all of our customers will be able to benefit from electronic communications. This is particularly true for our SDA customers or customers who lack access to the technology required to use GovDelivery, such as smartphones, tablets, computers, Internet connection, etc.

To ensure that these producers continue to receive current FSA program information, State and County Offices shall implement the following or similar actions to supplement GovDelivery electronic communications efforts:

- Print and provide copies of all GovDelivery monthly newsletter and bulletins at the FSA counter and at the counters of sister agencies collocated in USDA Service Centers; that is NRCS, RD, etc.
- Print and distribute copies of all GovDelivery monthly newsletter and bulletins to locations around the county where producers gather, such as implement dealers, feed stores, cafes, courthouses, public libraries, civic centers, etc.

Note: Black and white copies are acceptable.

- Ensure that e-mail addresses for primary points-of-contact for community-based organizations, faith based organizations, and nongovernmental organizations with whom County Offices partner locally are loaded into the GovDelivery system

Note: Coordinate with these individuals to ensure that the members and stakeholders of their organizations routinely receive the information through their respective digital and nondigital communications channels.

- Consult with COC advisors about their suggestion for effectively reaching SDA community group leaders and related organizations that do not receive information electronically from FSA.

4 GovDelivery Marketing Materials

A Overview

Marketing materials have been developed to assist with distributing information about GovDelivery for the purpose of adding agricultural producers as subscribers to the GovDelivery news and bulletin system. It is recommended that all State and County Offices make these materials available in public areas to be picked up by producers. In addition, materials should be distributed widely throughout the agricultural community through news media, public bulletin boards, and FSA stakeholder organizations. Additional materials including flyers, a draft news release, and a draft public service announcement that can be provided to media to promote GovDelivery are available through State's GovDelivery Group Administrator.

B Multiple GovDelivery Business Cards (Pocket-Reference Cards)

General information about GovDelivery has been formatted to fit on business cards. These cards can be made available in public areas at State and County Offices and are especially handy for distribution at presentations, group gatherings, or agricultural fairs. It is recommended that each office have a minimum of 5 business cards on hand at the front desk for distribution at all times. The following is an example of a sheet of multiple business cards that may be obtained from the Group Administrator.



Notice INFO-60

4 GovDelivery Marketing Materials (Continued)

B Multiple GovDelivery Business Cards (Pocket-Reference Cards) (Continued)

<p>Farm Program News You Need... Available When You Need It...</p> <ul style="list-style-type: none">Timely farm program news now available direct to your email account or Smartphone.FSA's electronic news service is free and convenient. <p>Subscribe at: http://www.fsa.usda.gov/subscribe</p> 	<p>Farm Program News You Need... Available When You Need It...</p> <ul style="list-style-type: none">Timely farm program news now available direct to your email account or Smartphone.FSA's electronic news service is free and convenient. <p>Subscribe at: http://www.fsa.usda.gov/subscribe</p> 
<p>Farm Program News You Need... Available When You Need It...</p> <ul style="list-style-type: none">Timely farm program news now available direct to your email account or Smartphone.FSA's electronic news service is free and convenient. <p>Subscribe at: http://www.fsa.usda.gov/subscribe</p> 	<p>Farm Program News You Need... Available When You Need It...</p> <ul style="list-style-type: none">Timely farm program news now available direct to your email account or Smartphone.FSA's electronic news service is free and convenient. <p>Subscribe at: http://www.fsa.usda.gov/subscribe</p> 
<p>Farm Program News You Need... Available When You Need It...</p> <ul style="list-style-type: none">Timely farm program news now available direct to your email account or Smartphone.FSA's electronic news service is free and convenient. <p>Subscribe at: http://www.fsa.usda.gov/subscribe</p> 	<p>Farm Program News You Need... Available When You Need It...</p> <ul style="list-style-type: none">Timely farm program news now available direct to your email account or Smartphone.FSA's electronic news service is free and convenient. <p>Subscribe at: http://www.fsa.usda.gov/subscribe</p> 
<p>Farm Program News You Need... Available When You Need It...</p> <ul style="list-style-type: none">Timely farm program news now available direct to your email account or Smartphone.FSA's electronic news service is free and convenient. <p>Subscribe at: http://www.fsa.usda.gov/subscribe</p> 	<p>Farm Program News You Need... Available When You Need It...</p> <ul style="list-style-type: none">Timely farm program news now available direct to your email account or Smartphone.FSA's electronic news service is free and convenient. <p>Subscribe at: http://www.fsa.usda.gov/subscribe</p> 
<p>Farm Program News You Need... Available When You Need It...</p> <ul style="list-style-type: none">Timely farm program news now available direct to your email account or Smartphone.FSA's electronic news service is free and convenient. <p>Subscribe at: http://www.fsa.usda.gov/subscribe</p> 	<p>Farm Program News You Need... Available When You Need It...</p> <ul style="list-style-type: none">Timely farm program news now available direct to your email account or Smartphone.FSA's electronic news service is free and convenient. <p>Subscribe at: http://www.fsa.usda.gov/subscribe</p> 

4 GovDelivery Marketing Materials (Continued)

C Legal-Sized Flyer

A legal-sized flyer was designed for display in high-traffic areas in the USDA Service Center or elsewhere in the community where it can be easily seen by agricultural producers.



The flyer features a header with the USDA FSA logo on the left and the GovDelivery Electronic News Service logo on the right. Below the logos is a colorful illustration of a farm scene with a turkey, green hills, trees, a barn, and a windmill. The main text is centered and reads: "Farm Program News You Need... Available When You Need It...". Below this is a large rounded rectangle containing the following text: "Farming and ranching is a 24/7 industry. Now you can receive timely FSA farm program information when it's convenient for you...". This is followed by a horizontal line and the text: "Up-to-the-minute federal farm program information is now available direct to your home or farm office email account or smartphone. FSA's GovDelivery electronic news service is free and convenient." Another horizontal line follows, leading to the text: "Ask how you can subscribe to GovDelivery today." A final horizontal line leads to the text: "Or, subscribe online at: <http://www.fsa.usda.gov/subscribe>". At the bottom of the flyer, a small line of text reads: "USDA is an equal opportunity provider, employer and lender."

4 GovDelivery Marketing Materials (Continued)

D Letter-Sized Flyer

A letter-sized flyer has been developed to use as a handout for producers seeking more information than is available on the business cards. The flyer can be used in the Service Center and in the community where organizational partners are willing to help with distribution. The following is an example of the letter-sized flyer that can be provided as a handout.



4 GovDelivery Marketing Materials (Continued)

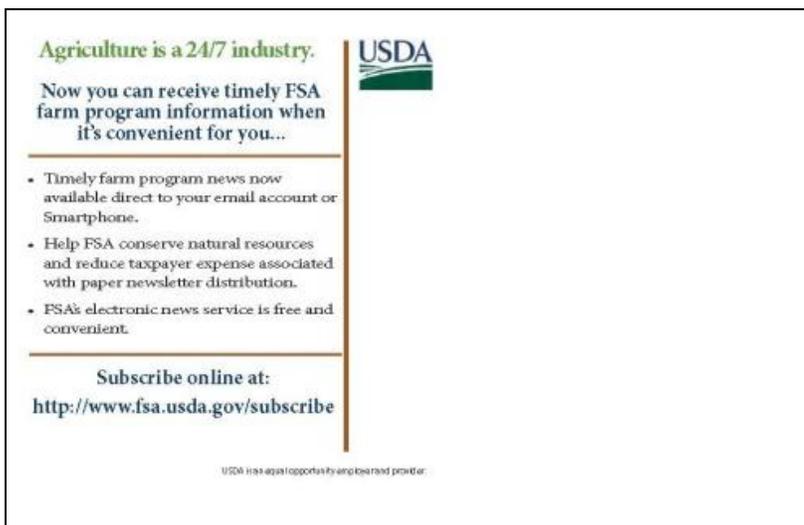
E News Release

OEA will provide, as needed, news release, GovDelivery newsletter and bulletin, and Public Service Announcement text and audio to assist State and County Offices with informing news media, agricultural media, agricultural organization newsletters, and other interested partners who may inform their members through print, e-mail, or web site distribution.

F Postcards

A sheet with 4 postcards, front and back, has been developed for mailing to producers to introduce them to GovDelivery. Postcards should be used sparingly and only when printing and postage funds are sufficient.

The following is an example of the postcard that can be printed and sent to producers, as needed; however, the content is under review and pending changes.



Notice INFO-60

4 GovDelivery Marketing Materials (Continued)

G Countertop Tent Cards

A countertop tent card has been developed for display on counters and desks in public areas in the USDA Service Center. One side of the tent addresses producers and encourages them to speak with an FSA employee about signing up for GovDelivery. The other side of the tent provides information for the FSA employee assisting the producer and provides steps to take to help a producer sign up for GovDelivery.

PRINT ON LEGAL SIZE PAPER

FOLD HERE TO CREATE STAND

Updates?
 4) Also suggest: You can start a GovDelivery electronic subscription right now by visiting the FSA website at www.fsa.usda.gov and clicking on the "Sign up for Updates" tag.
 are confidential. Use OMB form AD-2047 to collect this producer information.
 3) NOTE: Do not keep a "sign-up sheet" or other "unofficial" list of e-mail addresses because e-mail addresses are Personally Identifiable Information (PII) and
 2) Why? We are planning to send newsletters and other updated bulletins via e-mail and text messages to save time and money.
 updates?
 ask: Can I enter your e-mail address in the system for future electronic news and
 1) When you have the producer's SCIMS file or other computer record open,

Procedure for Local Office Staff:
 Collect/Enter Producer e-mail addresses in SCIMS



Attention Producers:
 Sign up to receive free electronic FSA program news and updates via email by visiting:
<https://www.fsa.usda.gov/subscribe>
 - OR -
 We can get you started today.

USDA is an equal opportunity provider and employer.

FOLD HERE TO CREATE STAND

PRINT ON LEGAL SIZE PAPER

Notice INFO-60

5 Processing E-Mail Addresses From SCIMS

A Adding E-Mail Addresses to SCIMS

For the purpose of GovDelivery communications, County Offices will collect e-mail addresses from producers using AD-2047 (Exhibit 1).

To alleviate some confusion between electronic communications through GovDelivery and electronic communications through similar processes; such as MIDAS), County Office shall note the following:

- GovDelivery communication is generic in nature and distributed to groups in batches
- MIDAS communication is specific to an operation or individual and is delivered to individuals in single mailings

Note: MIDAS communications are separate and distinct from GovDelivery.

- when the current AD-2047 is completed, the County Office shall load the e-mail address into SCIMS for the sole purpose of GovDelivery **only**
- a revised AD-2047 will be provided to County Office at some point in the near future that will address **both** GovDelivery and MIDAS electronic communications options
- the electronic mail flag indicator does **not** impact GovDelivery in any way

Note: Do not check the electronic mail flag indicator for GovDelivery purposes.

- AD-2047 **must** be completed for each producer who elects to participate in GovDelivery.

Except in extenuating circumstances and with approval from OEA, FSA employees shall **not** delete any subscribers from GovDelivery for any reason.

Notice INFO-60

5 Processing E-Mail Addresses From SCIMS (Continued)

A Adding E-Mail Addresses to SCIMS (Continued)

The following AD-2047 items **must** be completed.

Item	Description
1A	Producer's name.
3	Producer's e-mail address.
4	Check (✓) "Yes" or "No".
	IF producers check (✓)...
	THEN the producer will receive...
	"Yes" both hard copy delivered by USPS and e-mailed GovDelivery.
	"No" e-mailed GovDelivery version only .
	Note: Producers who check "NO" will continue to receive letters about their individual operations and COC voting ballots by USPS.
7	Check (✓) " Other (Specify) ", and write the statement, " Customer elects to receive bulk mail correspondence electronically by GovDelivery. "
8A	Enter producer's name.
8B	Producer's signature is required .
8C	Date producer signed AD-2047 is required .
13A-13E	Not required to be completed by DD for GovDelivery.

Other AD-2047 items may also be completed if there are additional changes to the producer's personal information that need to be recorded.

County Offices that receive a completed AD-2047 will update the SCIMS record to reflect the changes made on AD-2047.

County Offices that already have established e-mail distribution lists **shall** collect, from **each** producer, a completed AD-2047 **before** the e-mail address can be entered into SCIMS. County Offices will input all collected e-mail addresses into SCIMS, but will **not** add them individually into GovDelivery.

Notice INFO-60

5 Processing E-Mail Addresses From SCIMS (Continued)

A Adding E-Mail Addresses to SCIMS (Continued)

E-mail addresses are protected information under FOIA and the Privacy Act; and as such, FSA and GovDelivery will not share e-mail addresses with any outside source and will strictly follow FOIA and Privacy Act protocols.

- Effective immediately, County Offices shall no longer maintain e-mail addresses or communicate with producers using Microsoft Outlook e-mail distribution lists as FSA has no way to ensure the protection of producer e-mail addresses or related information.
- GovDelivery contracts solely with government entities and has established every possible safeguard to ensure that subscriber e-mails are protected to the extent possible.

B Importing SCIMS E-Mail Addresses Into GovDelivery

Each month, the National Office will upload to the OEA GovDelivery SharePoint site, an Excel database by State and county of e-mail addresses added to SCIMS. This database will be uploaded on or around the 15th of each month.

Only GovDelivery group and primary topic administrators of record will be authorized access to the OEA GovDelivery SharePoint site.

For each monthly SCIMS e-mail database upload to the OEA SharePoint site, topic administrators will download the database, filter the spreadsheet by State and county, and import the e-mail addresses into GovDelivery. Detailed instruction on how to complete this function can be found in the OEA GovDelivery SharePoint site in the "GovDelivery User Guide".

The welcome e-mail will be sent immediately following the SCIMS e-mail download to all e-mail addresses since the last welcome e-mail was sent. See detailed instructions in the GovDelivery User Guide located on the OEA SharePoint site under "GovDelivery."

Example of AD-2047

The following is an example of a completed AD-2047.

This form is available electronically.		Form Approved – OMB No. 0560-0265	
AD-2047 (02-04-13)		U.S. DEPARTMENT OF AGRICULTURE Farm Service Agency Rural Development Natural Resources Conservation Service	
CUSTOMER DATA WORKSHEET REQUEST FOR SCIMS RECORD CHANGE (FOR INTERNAL USE ONLY)			
(See Page 2 for Privacy Act and Paperwork Reduction Act Statements)			
PART A – CUSTOMER INFORMATION			
1A. Customer's Full Legal Name or Business Name Any # Producer		1B. Customer or Business Address (Including Zip Code) 123 Nowhere Street Anywhere, ST 99999	
1C. Home Telephone Number (Area Code) (999)999-9999	1D. Business Telephone Number (Area Code)	1E. Other Telephone Number (Area Code)	
2. SSN or Tax ID Number (9 Digits) xxx-xx-xxxx	3. E-Mail Address aproducer@farms.com	4A. Do you want to receive mail by USPS? <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO	
		4B. Do you want to receive e-mails? <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO	
5. Producer is Customer of One or More of the Following Agencies. (Check Appropriate Agency(ies) below.) <input checked="" type="checkbox"/> FSA <input type="checkbox"/> RD <input checked="" type="checkbox"/> NRCS <input type="checkbox"/> Not Participating			
6. Is the Customer a Multi-County Producer? <input checked="" type="checkbox"/> YES (If "YES," list States and/or Counties below:) <input type="checkbox"/> NO			
7. Reason for Request (Check appropriate box(es) below.) <input type="checkbox"/> New Producer <input checked="" type="checkbox"/> Address Change <input type="checkbox"/> Telephone Change <input type="checkbox"/> Sale/Purchase <input type="checkbox"/> Life Event <input checked="" type="checkbox"/> Other (Specify): Customer elects to receive bulk mail correspondence electronically by GovDelivery.			
8. Enter the name of the customer requesting the record change(s). If documentation is received by Fax or from a trusted source (i.e., USPS), attach documentation to this form. Only Part A, Item 1A and Part B shall be completed. If the request was received by telephone, complete applicable blocks necessary to document the change(s) and enter the requestor's name in Item 8A. Requestor's signature is not required. (The only time the customer is required to sign item 8B is when they are physically at a Service Center and providing FSA with applicable information.)			
8A. Name of Customer Requesting Change Any # Producer		8B. Signature IMA	8C. Date of Record Change (MM-DD-YYYY) 03-08-2012
PART B – SERVICE CENTER ACTION			
9A. Agency Who Received Request: (Check one below) <input checked="" type="checkbox"/> FSA <input type="checkbox"/> NRCS <input type="checkbox"/> RD		9B. Initials of Employee Receiving Request (If Different than Item 12A) IMA	9C. Date Service Center Employee Received the Request (MM-DD-YYYY) 03-08-2012
10. How the Request for Change was Received: <input type="checkbox"/> Office Visit <input checked="" type="checkbox"/> Telephone <input type="checkbox"/> FAX <input type="checkbox"/> USPS <input type="checkbox"/> Other (Specify):			
11. Remarks if Applicable: Address updated on SCIMS 03-08-2012			
12A. Signature of Employee Updating SCIMS if not initialed in Item 9B.			12B. Date Service Center Employee Updating SCIMS (MM-DD-YYYY) 03-08-2012
FOR DISTRICT DIRECTOR/AREA CONSERVATIONIST USE ONLY.			
13A. I concur/do not concur the above items have been properly updated. <input type="checkbox"/> Concur <input type="checkbox"/> Do Not Concur			
13B. Name of District Director/Area Conservationist for Spot Check		13C. Signature of District Director/Area Conservationist for Spot Check	
13D. Title		13E. Date (MM-DD-YYYY)	

Example of AD-2047 (Continued)

AD-2047 (02-04-13)

Page 2 of 3

NOTE: *The following statement is made in accordance with the Privacy Act of 1974 (5 USC 552a - as amended). The authority for requesting the information identified on this form is OMB Circular A-123, the Federal Managers' Financial Integrity Act of 1982, and the Privacy Act of 1974 (5 USC 552a - as amended). The information will be used to document a request for critical producer data changes within the Service Center Information Management System (SCIMS). The information collected on this form may be disclosed to other Federal, State, Local government agencies, Tribal agencies, and nongovernmental entities that have been authorized access to the information by statute or regulation and/or as described in applicable Routine Uses identified in the System of Records Notice for USDA/FSA-2, Farm Records File (Automated). Providing the requested information is voluntary. However, failure to furnish the requested information will result in a determination of ineligibility to request changes within SCIMS.*

According to the Paperwork Reduction Act of 1995, an agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 0560-0265. The time required to complete this information collection is estimated to average 10 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

*The provisions of criminal and civil fraud, privacy and other statutes may be applicable to the information provided. **RETURN THIS COMPLETED FORM TO YOUR COUNTY FSA OFFICE.***

The U.S. Department of Agriculture (USDA) prohibits discrimination in all of its programs and activities on the basis of race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, political beliefs, genetic information, reprisal, or because all or part of an individual's income is derived from any public assistance program. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD).

To file a complaint of discrimination, write to USDA, Assistant Secretary for Civil Rights, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, S.W., Stop 9410, Washington, DC 20250-9410, or call toll-free at (866) 632-9992 (English) or (800) 877-8339 (TDD) or (866) 377-8642 (English Federal-relay) or (800) 845-6136 (Spanish Federal-relay). USDA is an equal opportunity provider and employer.

Example of AD-2047 (Continued)

AD-2047 (02-04-13)		Page 3 of 3
INSTRUCTIONS FOR AD-2047 (FOR INTERNAL USE ONLY)		
PART A	Note: Items 1-6 are required only as applicable to requested change. Items not applicable to requested record change may be left blank.	
1A	Enter customer's full legal name or Business Name.	
1B	Enter customer or business mailing address including Zip Code.	
1C	Enter customer's home telephone number including area code.	
1D	Enter customer's business telephone number including area code.	
1E	Enter customer's other telephone number including area code.	
2	Enter customer's 9-Digit SSN or TIN as applicable.	
3	Enter customer's e-mail address.	
4A or 4B	Enter "YES or NO" to indicate whether or not the customer wishes to receive mail and/or e-mail.	
5	Check the appropriate boxes indicating the agency(ies) where the producer is customer.	
6	Check "YES OR NO" to indicate whether or not the customer is a multi-county producer. If "YES," specify states and county offices.	
7	Check appropriate box(es) to indicate the reason for the requested record change(s). If "OTHER," specify.	
8A	Enter the name of the Customer requesting the record change(s). Customer requesting change shall sign. Note: <ul style="list-style-type: none"> - If documentation is received by Fax or from a trusted source (i.e., USPS), attach documentation to this form. Only Part A, Item 1A and Part B shall be completed. (Requestor's signature is not required.) - If the request was received by telephone, complete applicable blocks necessary to document the change(s) and enter the requestor's name in Item 8A. (Requestor's signature is not required.) 	
8B	The customer is only required to sign Item 8B when they are physically at a Service Center Site providing FSA with applicable information.	
8C	Enter date (MM-DD-YYYY) the record change is requested.	
PART B	Note: <ul style="list-style-type: none"> - Items 9A - 12B must be completed. - Items 13A - 13C must be completed only if selected for spot-check. 	
9A	Check the appropriate box indicating agency who received the request.	
9B	Enter initials of Service Center employee receiving the request.	
9C	Enter date (MM-DD-YYYY) Service Center employee received the request.	
10	Check the box to indicate method by which the Service Center received the request. If other, specify.	
11	Enter remarks regarding the records change.	
12A	Enter the signature of Service Center employee updating SCIMS.	
12B	Enter the date (MM-DD-YYYY) the Service Center employee updated SCIMS.	
OPTIONAL FOR DISTRICT DIRECTOR/AREA CONSERVATIONIST USE DURING SPOTCHECKS.		
13A	Check the box to indicate that the Agency Official did Concur or did not Concur.	
13B	Enter the name of the District Director/Area Conservationist for Spot Check.	
13C	Enter the signature of the District Director/Area Conservationist for Spot Check.	
13D	Enter the Agency Official's Title.	
13E	Enter the Date (MM-DD-YYYY).	