

Beginning Farmer Service Organization Professional Development Training October 28-30, 2013

What changes will you make at your BFSO to increase engagement of under-served audiences?		
Changes in outreach:	Changes in communication:	Improve self-awareness around inclusivity:
Link with African American incubator farmer to go with her into her home neighborhood to recruit new incubator farmers. Describe our program with her as a leader of conversation	Listen first! Go quietly and observe	Ask questions for cultural understanding: about food, meals, cooking, procedures, what older members of family used to do
Reach out and build a personal relationship. Set up a field day with a black or Latino farmer as the leader of the event	I believe we need to really look at how we present ourselves to the public. We have had this discussion before to no new understanding. I am going to work with someone to do a training	I'm going to do a written self-assessment and then discuss it with individual steering committee members and leadership. I am also going to look up resources on this that I can share.
Contact members of our CCE Specialist Teams better connected to underserved groups to gain new contacts	Ask for their assistance in CCE Ag Programming efforts	Double check my language/word choice. Omit words that make assumptions that stereotype
Work more closely with CCE in surrounding counties to connect with aspiring BFs and bring them into our programs	Start by talking to CCE colleagues about their perceptions of our organization.	Do we have image issues in rural areas? Or maybe no visibility at all? Work with other local rural allies to understand how to be more inclusive
Go to my surrounding community instead of waiting for my community to come to me	"Step up then step back"! Amazing advice	Flyers and pamphlets telling new stories with new faces on them
Seek out farmers who want to provide education to non-English speaking farmworkers. Identify underserved audience in area and reach out to service providers	Find people to help develop materials i.e. in Spanish	Attend ag-related programs being given by other organizations that serve different populations
Partner in some way with FVC to reach out to veterans	Utilize different social media outlets, such as offering to write a blog post for another organization that serves or works with vets	Continue communication, if just by email, with people I've met during the training. Hopefully bring a representative to speak with my organization.
Collaborate with other groups and incorporate their farmer populations in our new farmer programs	More meetings with community groups- one-on-one or small groups rather than simply email and mail to individuals. Postcards to community groups and organizations	Increase diversity in our communities: particularly around planning of events and education outreach. Bring topic to directors, but model change and collaboration within program

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Advertise our incubator program to understand communities in the region (including NYC) through a number of organizations already working with these populations	Be sure to include people representing underserved populations on our selection committee/advisory committee	Make diversity and serving underserved populations part of my personal mission and goals
Engage underserved audiences earlier in workshop planning process	Increase communication and connection with African American community leaders	We're actively seeking more diversity among farmer's market vendors and this leads into our strategy
Find resources and connections of where we can promote workshops to understand minorities	Have a conversation/meeting with the couple of black farmers in our program to get help with the best ways to communicate	Talk to other staff about our 2 evening experiences
Work with horticulture aide, who is Hispanic, to let this community know we are available	Encourage co-workers with Spanish fluency to identify themselves as a resources	Be more conscious of cultural norms for other cultures
Make more direct effort to engage Hispanic community. Try to engage non-ag Spanish speaking CCE staff in Ag program	Work harder to offer bilingual programming	Be more intentional about who is included in programming and make sure that we try to go outside comfortable connections
Work with local CCE for women outreach programs	Learn Spanish	Remain active in the community to be more aware of behaviors and improve
Will provide ideas to our outreach coordinator and talk about adding strategies to our existing endeavors	Be more humble, judge less, check assumptions, get helpful! Bring these issues up in organization development processes	I will continue to seek opportunities for training on this topic and reach past comfort zone more often.
Translate outreach into major language groups we work with	Ask our diverse farmers to help us more in programming	Personal check-ins. Am I doing all I can to build these ally relationships?
We will partner with NYC/Farmroots to spread the word about our programming to Latino and underserved communities. We will explore the possibility of co-hosting a workshop or field day	We will send information about upcoming events/opportunities directly to partner organizations that work with underserved communities	I will attend 1-2 NYC/FARMroots events to better understand the strategies that they use to make their programming more inclusive
Explore opportunities with local veterans groups	Ask for help from veteran allies	
Talk to non-farming community groups about our programs	More getting to know people without a "join my program" agenda	In collecting/soliciting participation in advisory committees, make more effort to find representatives of different (from me) audiences, particularly Black, Latino, and veteran