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| **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 |
| 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 |