Moving from In-Person to Virtual Presence at Conventions and Career Fairs

Sue King, Public Affairs Office Director
USDA’s National Agricultural Statistics Service

UNECE Workshop on Communication and Human Resource Mgt. in COVID-19
Virtual Meeting 9 September 2020
Welcome!

Today we will cover...

Our experience in moving from in-person to virtual presence at conventions, exhibitions, and career fairs.

- Identifying the challenge
- Determining the needs
- Creating solutions
- Looking to the future
Our Mission and Values

The NASS mission is to provide timely, accurate, and useful statistics in service to U.S. agriculture.

Our Core Values:
• Policy relevance
• Objectivity
• Credibility
• Trust
• Commitment
Communications Goals

Raise the perceived value of USDA NASS and its products and services in order to increase survey participation as well as awareness and use of data.

Many strategies and tactics to accomplish the goals, including:

- Attend industry events to interact personally and build relationships with data users and providers and those who are influential to them.

- Attend career fairs to hire talented employees
NASS Structure

- More than 800 personnel – About 50% are located in field offices in almost every state and 50% are in Washington, D.C.
- One state statistician in each state
- State statistician work was mostly statistical in the past.
- Now state statistician work is mostly outreach and public relations.
Exhibits and Trade Shows

- 60+ national events
- Hundreds of local events
Identifying the Problem

Many virtual opportunities, not many at NASS wanted to participate.

• Knowledge gap
• Little time to learn
• Fear of unstable technology
• Seemed overwhelming
• Didn’t know where or how to start
• Lack of interaction

Moving from In-Person to Virtual
Identifying the Opportunities

The Digital Advantage

- Easy step-by-step instructions
- Technical assistance
- More reach
- Longer time
- More exposure
- Time and money savings
- Pre-event promotion opportunities
- Post-event follow-up opportunities
- Post-event analytics and feedback
Determining the Needs

- Talked with staff about experiences with virtual events and to identify priorities
- Met with leadership to agree on approach
- Encouraged conversation between field offices to learn from each other
- Created task groups:
  1. conventions/exhibitions
  2. career fairs
Determining the Needs

Find commonalities among shows and platforms to prioritize.

- Digital graphics (Heroes, Banners, Ads, Backdrops, etc.)
- Documents/ “handouts”
- Presentations
- Videos
- Profiles/Descriptions
- Platforms – Many

Find Commonalities and Prioritize
Determining the Needs

- Prioritize most commonly needed items
- Create easy to use templates with software available to all
- Consistent branding
- High quality products to be proud of
- Easy access
- Sharing best practices and “what’s working”
- Training and tips
Creating the Solutions

Early planning and preparation!!

- Learn about platform
- Determine what the event offers
- Plan to advertise
- Plan to engage
- Plan to follow-up
- Start preparing

Easy Virtual Fair
Handshake
Symplicity
PremierVirtual
Pathable
Many, many others
Creating the Solutions

Templates and instructions for Zoom backgrounds

Easily customizable
Creating the Solutions

Update and re-purpose existing print and online career information and graphics.
Creating the Solutions

College students: a paid summer 2021 internship with USDA awaits you!

Do you have an eye for detail and experience analyzing data?

The U.S. Department of Agriculture's National Agricultural Statistics Service (NASS) invites you to get started in federal service working in agriculture, statistics, math, and other fields.

Make a difference. NASS is the official source of comprehensive, current information on the farms, ranches, and people who provide food, feed, and fiber to our nation and the world.

Contact: Michael Klamm (501) 217-1903
michael.klamm@usda.gov
nass.usda.gov/About_NASS/Opportunities

Begin your government career with NASS!

SIGN UP FOR A SESSION TO LEARN MORE ABOUT WORKING FOR USDA NASS

www.linktosignup.com
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←Canva – Easy for design

↓ Graphic for Handshake meeting platform
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Back to the pavilion

Your new job starts right here.
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←Digital Flyer/Handout
↓ Pre-recorded and edited presentations

EVERY RESPONSE MATTERS...

THE 2019 ORGANIC SURVEY
COMING THIS DECEMBER

Your response means stronger data.
Good data inform better decisions,
Respond online, by mail,
or telephone by January 10, 2020.

www.nass.usda.gov/go/organic

United States Department of Agriculture
National Agricultural Statistics Service
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“FO Exchange”

MS Teams
• Idea sharing
• File repository
• Accessible to all
Looking to the Future

• Track results
• Evaluate effectiveness
• Continue templates, tips, tools and training – build capacity
• Strengthen the network and best practice community
• Virtual events will continue with in-person events

Build On-Going Strategy
Thank You...

Sue King
Public Affairs Office Director
U.S. Department of Agriculture
National Agricultural Statistics Service
Sue.king@usda.gov

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