## **Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0535-0261)**

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**TITLE OF INFORMATION COLLECTION:** Focus Group Interviews for the USDA NASS Census of Agriculture.

Sample categories of questions for in-depth interview with eight of USDA NASS Census of Agriculture stakeholder groups.

1. Communications stakeholders currently receive from NASS
* Variety of communications?
	+ Categories: direct, print, digital, social, AV, events, environmental / experiential
	+ Content types: Thought leadership, community building, etc.
* Quality of communications?
	+ Usefulness, appropriateness, production value
* Frequency of communications?
	+ Meets my needs, not enough, too much
* Shareability?
	+ Audiences: members, peers, media, other stakeholders
	+ Formats: highly sharable, somewhat shareable, not very shareable
	+ One-off’s / evergreen versus living assets (serial content)
* Audiences
	+ Who are we missing? (Ethnicity, gender, veteran, age cohorts, level of farming / ranching experience, geography, crop / livestock choices)
	+ Why is that missing audience special and important?
	+ What communications needs do they have that aren’t being met?
* Ability to contribute content?
	+ Open and straightforward, limited but available, not open or straightforward
* Necessary but missing communications?
	+ Formats, content, frequency,
1. NASS as a voice of the agriculture ecosystem: Advocating for and educating about Ag …
* At all levels: what’s going well, what isn’t, what should they do more / less
* In the right places: what’s going well, what isn’t, what should they do more / less
* At the right times: what’s going well, what isn’t, what should they do more / less
* With audiences: what’s going well, what isn’t, what should they do more / less
* With content: what’s going well, what isn’t, what should they do more / less
* With calls to action: what’s going well, what isn’t, what should they do more / less
1. Their own organization’s communications behaviors
* Audiences and proportions: members, community / state / national / industry leadership, media
* Purposes and proportions: education, activation, community-building / partnerships, capacity-building
* Formats and proportions: direct, print, digital, social, AV, events, environmental / experiential
* How they measure the success of their own communications
1. Biggest changes in communications behaviors inside the Ag ecosystem (producers, processors, supplier industry, regulators, legislators, consumers, affinity groups)
* What’s changed the most, and how?
* What changes do you like / dislike, and why?
* What changes should have happened, but haven’t yet?
1. The 2022 Census of Agriculture
* What communications worked best during past Censuses? What didn’t, and why?
* What’s different about the comms environment for this edition of the Census?
	+ Peoples’ attitude towards the surveys?
	+ Peoples’ attitude towards the federal government?
	+ Peoples’ attitude towards the USDA?
	+ Peoples’ attitude about other parts of the agriculture industry?
* Would it make a difference if the Census story was told by agriculture itself?
* Who else should farmers/ranchers be hearing from when it comes to the Census?