



NASDA-NASS Strategic Plan 2019 – 2023 In Brief



Objective

The objective is for NASS and NASDA to achieve our mission through a strategic and focused partnership. A five-year Strategic Plan for the NASS and NASDA cooperative agreement has been developed. The Strategic Plan serves as a roadmap for the future of the enumerator program. It is intended to be a “living” or “evergreen” document that is continually updated and modified to ensure the most current issues and circumstances are recognized, including budget, personnel and administrative resources. NASS and NASDA will continue to work as a team to implement the Strategic Objectives and identify additional strategies which will lead to solutions that will benefit both organizations, the enumerator program and our cooperative agreement.

Current Situation & Future Trends in Agriculture

Currently, the NASS-NASDA Cooperative Agreement and enumerator program faces several challenges, including:

Changes in the agricultural landscape

- Technological advances in farming
- Concentration in farming operations and complex farm structures
- Diversity of farms, farmers, and domestic markets
- Focus and more engagement in the global market
- Necessity for increased business savvy by producers

Changes in the data collection environment

- Data quality remains a top priority
- Increased privacy concerns
- Competing requests for data from other organizations
- Sharply falling survey response rates
- Increased adoption of digital agriculture, data analytics, Artificial Intelligence (AI)(*i.e.* Big Data)

Changes in the labor environment

- Lack of competitive salaries in some areas
- National, state and local laws on minimum wage, sick leave, worker hours, insurance and other requirements
- Low unemployment rates
- Need for advanced technical skills in the future

Increased demand for survey work

- Non-traditional and traditional agriculture
- Organic, local, direct marketing, urban agriculture, and food safety

Tightening Federal Agency budget

Strategic Objectives

The Strategic Objectives are broad goals that NASDA and NASS will focus on over the next 5 years. Each of the following six Strategic Objectives include critical decisions and actions that must be pursued in order to fully implement the goals.

Strategic Objective #1: Enhance Personnel

- ❖ Supervisor & Enumerator Pay
- ❖ Evaluations
- ❖ Promotions
- ❖ Enumerator Hiring

Strategic Objective #2: Improve Administration

- ❖ Federal/State and Laws Affecting Personnel Administration

Strategic Objective #3: Leverage Technology

- ❖ Technological Challenges
- ❖ Data Collection

Strategic Objective #4: Build Excellence on the Job

- ❖ Supervisor/Enumerator Training
- ❖ Enumerator Safety
- ❖ Other Roles for Enumerators

Strategic Objective #5: Assess Opportunities for Improved Financial Management

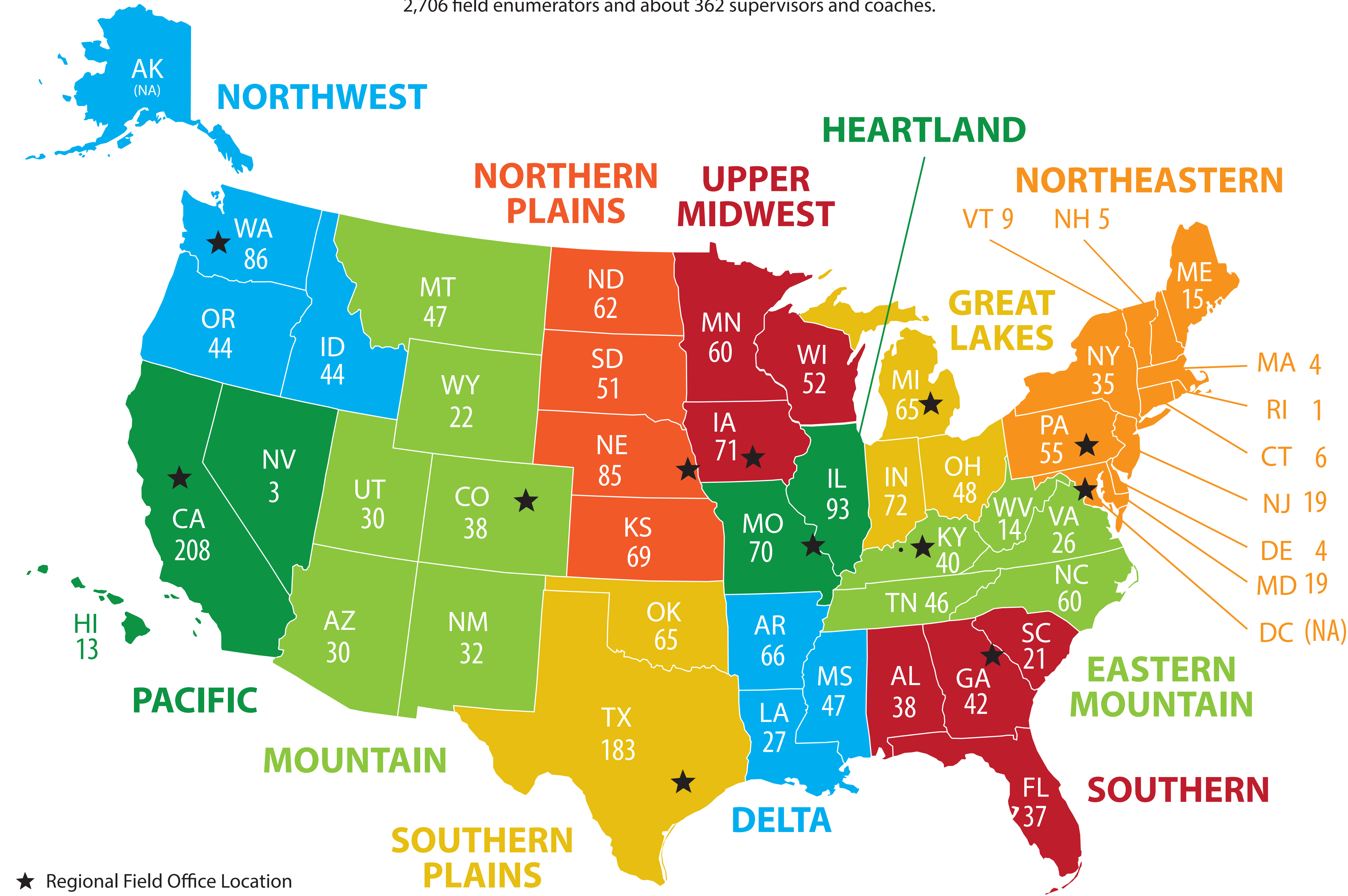
- ❖ Future NASS-NASDA Agreement
- ❖ Modernization & Restructuring

Strategic Objective #6: Engage Federal and State Partners at Increased Levels

- ❖ Respondent Relations
- ❖ NASDA Members & Partnerships

ENUMERATOR LOCATION DEMOGRAPHIC

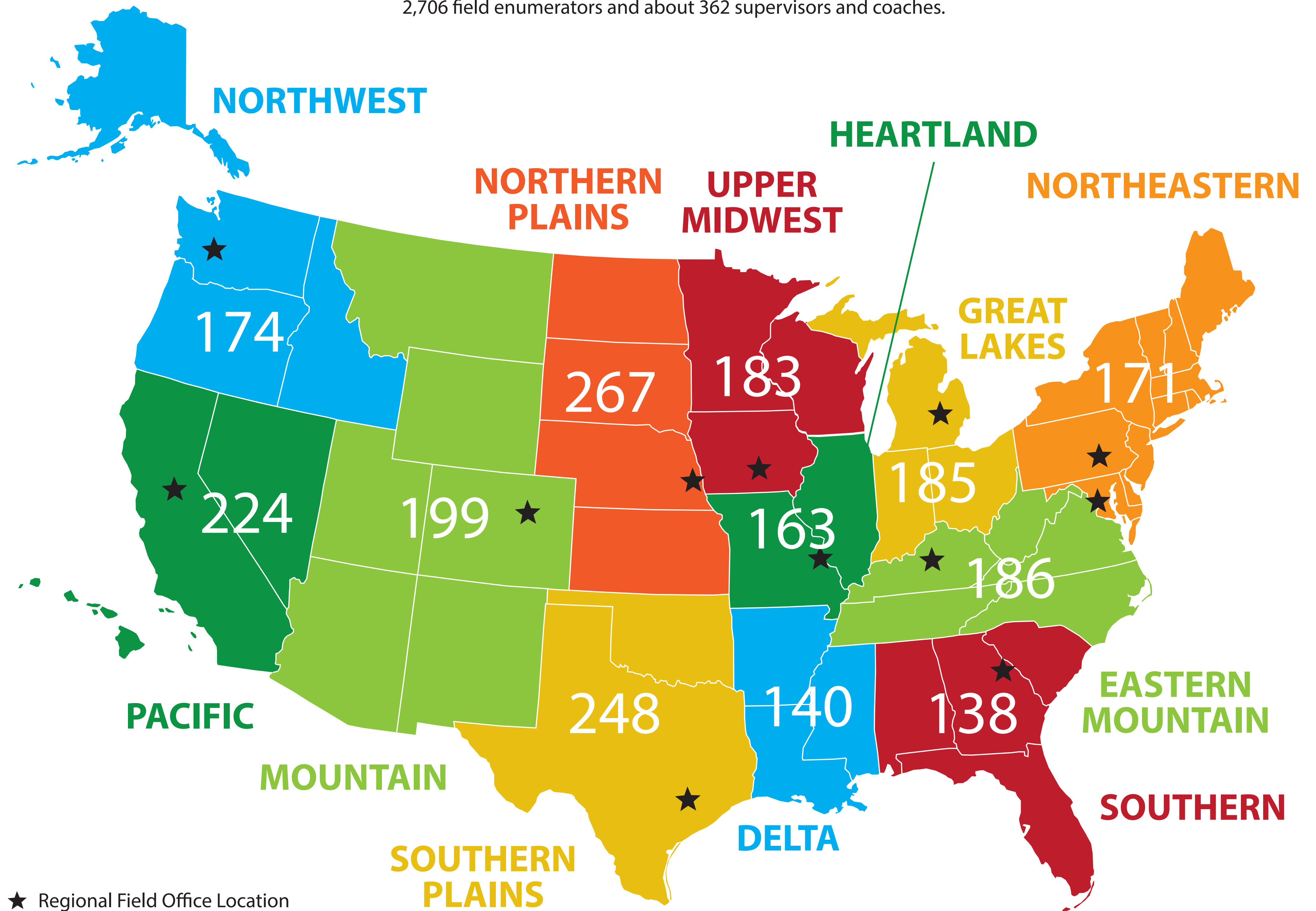
There are 3,138 total enumerators across the country. This total includes 2,706 field enumerators and about 362 supervisors and coaches.



★ Regional Field Office Location
(NA) Not Applicable.

ENUMERATOR DEMOGRAPHICS BY REGION

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ENUMERATOR DCC DEMOGRAPHIC

There are 432 total office and phone enumerators at five data collection centers.

