

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

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USDA's National Agricultural Statistics Service

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



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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



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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



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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.

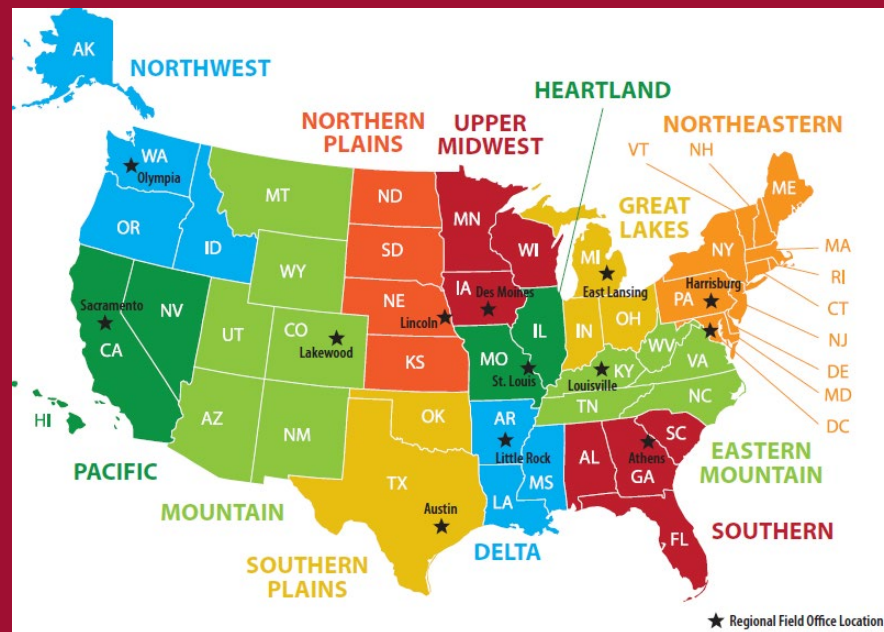
Many strategies and tactics to accomplish the goals, including:

- 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



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Identifying the Problem

Moving from In-Person to Virtual

- 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



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



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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 and Prioritize

Find commonalities among shows and platforms to prioritize.

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



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Determining the Needs

Tools, Templates, Tips, and Training

- 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

CHECKLIST

To fill in a booth you need at least:

- The name of the company
- The link of the company website
- 1 Contact information (name, email, phone number)
- 1 logo (format .jpg maximum file size 5Mb)
- 1 banner: 397x560 (format .jpg maximum file size 5Mb)
- 1 poster: 630x345 (format .jpg maximum file size 5Mb)

However, we recommend you to provide as much information as you can about your company, brand or department to ensure a better understanding of what you offer and the best experience of users. Here is the list of other things you may want to add.

- Social media link
- Description of the company (4000 characters max.)
- Another text explaining what your company is looking for or is offering (4000 characters max)
- Link to YouTube videos
- Any file you want visitors to have access to



Easy Virtual Fair
Handshake
Symplicity
PremierVirtual
Pathable
Many, many others

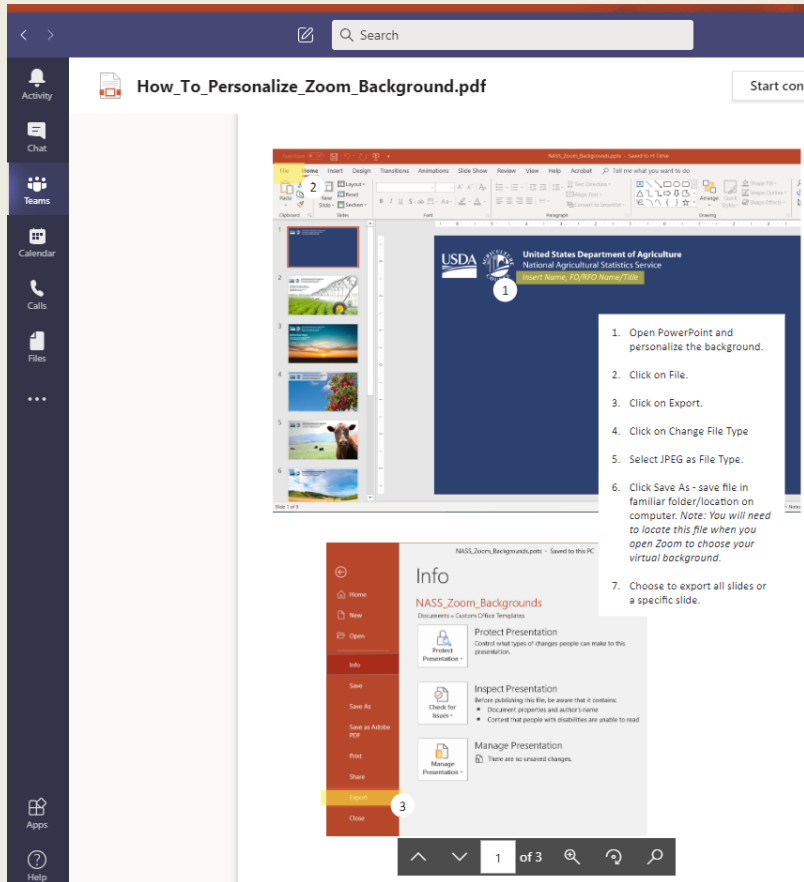
Early planning and preparation!!

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



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Creating the Solutions



← Templates and instructions for Zoom backgrounds
↓ Easily customizable



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A CAREER CHOICE THAT ADDS UP

Careers in...

Statistics
Mathematics
Information Technology
and other fields

at USDA's
**National
Agricultural
Statistics
Service**

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

Why Join the NASS Team?

1. [Make a difference.](#)
2. [Work with smart, motivated colleagues.](#)
3. [Enjoy excellent pay, benefits, and work-life balance.](#)
4. [Advance your education.](#)
5. [Pursue career opportunities at our Headquarters in Washington, D.C., and in offices across the country.](#)

[Return to the top](#)

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Students and Recent Graduates

Government-wide Pathways program for federal service workers. Recent Graduates program for individuals with a degree in a qualifying field and relevant work experience while in school.



"NASS has been an excellent place to launch a career in the federal statistical service. I have the opportunity to conduct innovative statistical research and see it put into practice. NASS has been supportive in providing continued education and training opportunities, and I thoroughly enjoy working and living in the nation's capital."
— Nathan Cruze, Ph.D., Mathematical Statistician, former Pathways Recent Grad

get started in the Internship and for graduate opportunity for paid semesters, or year

[Recent Graduates Program](#) — Individuals who graduated from a qualifying institution or program in the last two years (six years for veterans) participate in a dynamic one-year program offering a full-time position that includes mentoring, training, professional development, and a potential long-term career in the federal government.

Scroll over their pictures to see what Pathways interns and recent graduates say about working at NASS.



[Return to the top](#)

Veterans' Preference

If you are applying as a veteran, you should be aware that NASS, like the federal government generally, gives eligible veterans certain preferences during the application and hiring process. Veterans' preference does not guarantee the veteran a job but it does provide assistance in competing for a federal job.

For information on veterans' preference, see the [USDA Veterans Employment Program](#) and the government-wide [Feds](#)



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

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.



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

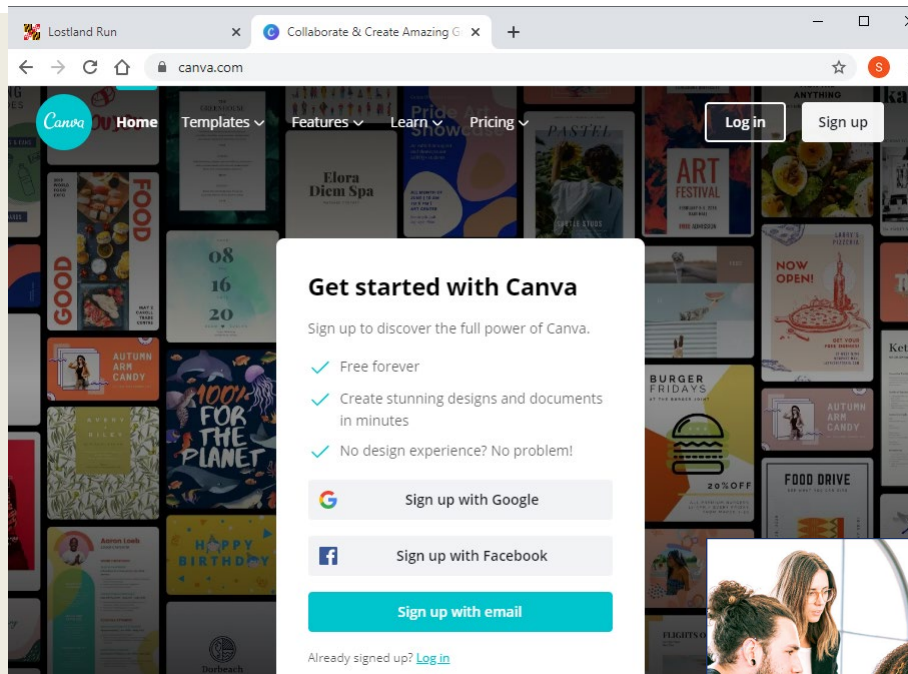
← Traditional print ad, easily adaptable

↓ Ad template w/video



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← Canva – Easy for design

↓ Graphic for Handshake meeting platform



Serve U.S. Agriculture! Begin Your Government Career with NASS!

Sign up for a one-one-one session to learn more.
nass.usda.gov/About_NASS



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MENU

WNC Career Expo Regional Virtual Job Fair

Login / Register

ADECCO STAFFING

[Back to the pavillion](#)



Your new job starts right here.

share on : [in](#) [f](#) [t](#)

CHAT



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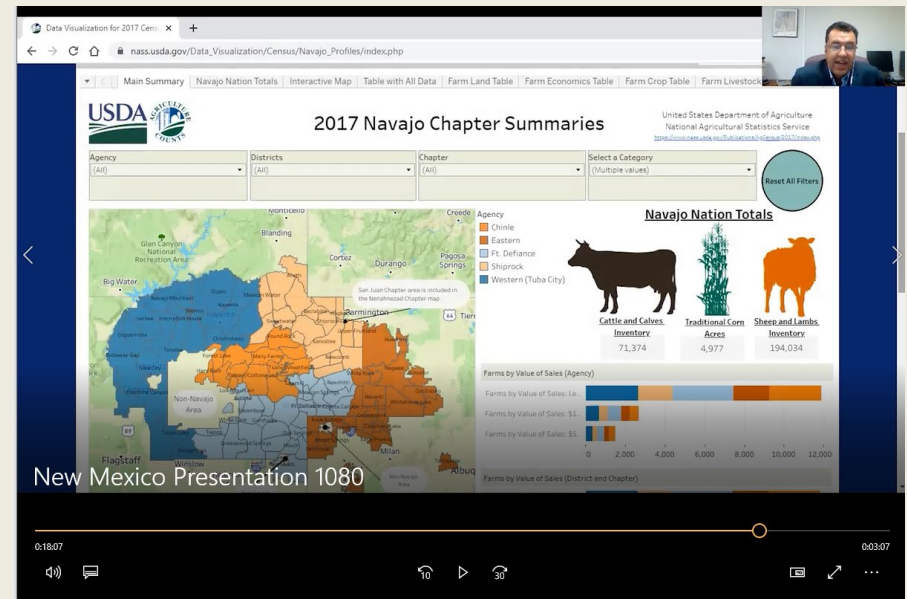
EVERY RESPONSE MATTERS...

THE 2019 ORGANIC SURVEY
COMING THIS DECEMBER

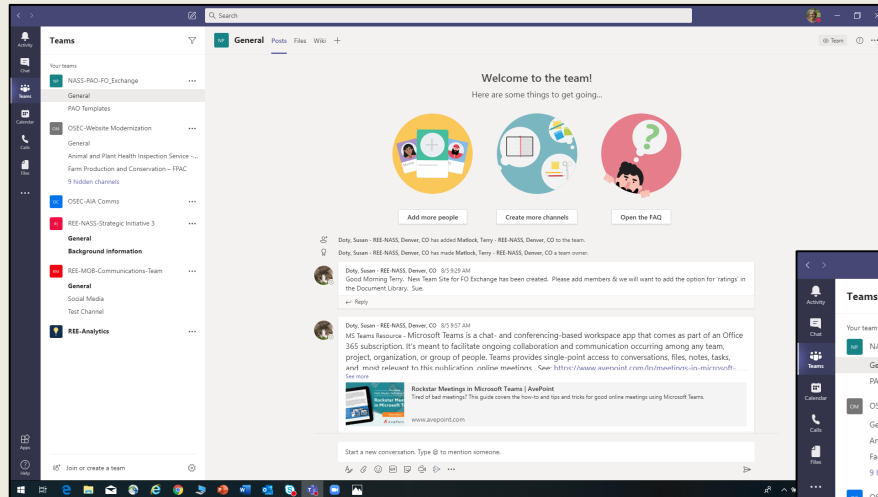
Your response means stronger data.
Good data inform better decisions,
Respond online, by mail,
or telephone by January 10, 2020.
www.nass.usda.gov/go/organic



← Digital Flyer/Handout
↓ Pre-recorded and edited presentations



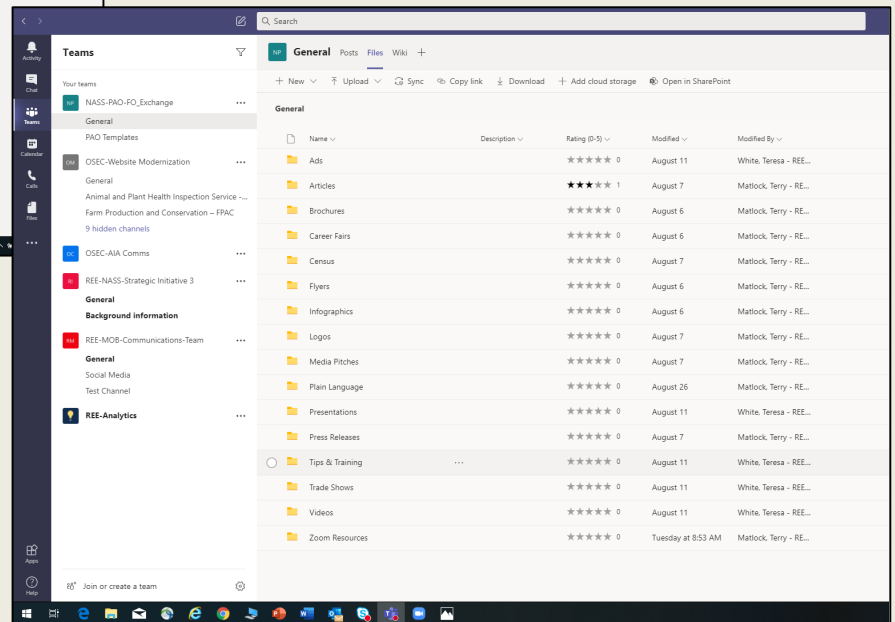
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“FO Exchange”

MS Teams

- Idea sharing
- File repository
- Accessible to all



Looking to the Future

Build On-Going Strategy

- 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



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Thank You...



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www.nass.usda.gov
www.youtube.com/usdanass
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