Organic Integrity Virtual Town Hall

Date: Thursday, November 15, 2018
Time: 1:00-2:00 PM Eastern Time
URL: http://www.readytalk.com
Dial-in: 866.740.1260
Code: 7202000
Agenda

1. Welcome and Introductions
2. Town Hall Goals
3. Organic Integrity Learning Center
4. Profiles of Learner Audiences
5. Course List
6. Project Timeline
7. Crowdsourc and Cross-Reference Content
8. Data Gathering
9. Discussion
10. Next Steps
### Introductions

**Town Hall Facilitators**

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Organization</th>
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<tbody>
<tr>
<td>Jennifer Tucker, PhD</td>
<td>Deputy Administrator</td>
<td>USDA Agricultural Marketing Service, National Organic Program</td>
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<tr>
<td>Tricia Ryan</td>
<td>Project Manager</td>
<td>AP Ventures</td>
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<tr>
<td>Bayley Hochradel</td>
<td>Instructional Designer</td>
<td>AP Ventures</td>
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Please introduce yourself in the chat window. Thank you.
• *One goal* of this Town Hall is to hear from you about what training certifiers and inspectors need the most.

• *A second goal* is to layout the timeline for the development of the Organic Integrity Learning Center and to share the topics that courses will address.

• *A third goal* is to invite volunteers to engage in future activity.
The USDA Agricultural Marketing Service, National Organic Program (NOP) Organic Integrity Learning Center provides online training that supports the professional development and continuing education of organic professionals working to protect organic integrity.

Core audiences for the training center include organic certifiers, inspectors, and reviewers, and professionals serving a compliance and enforcement role in organic control systems.

This training center supports the USDA’s goals of fair and consistent organic certification, and effective fair enforcement.
Content

The narrative overview provides a description of the content. The content will be text on the page, a scenario, video, audio, and/or interactive media.

COMING SOON

Place Holder for:

- text
- scenario
- video
- audio
- interactive media

Lesson Resources

List the types and number of all resources in the lesson.

Assessment

- Link to Assessment
Profiles of Learner Audiences

Organic Professionals Working to Protect Organic Integrity

1. Inspectors and Reviewers
2. Certifiers
3. USDA Inspectors
4. Organic Farmers and Handlers
# Course List

<table>
<thead>
<tr>
<th>Inspectors and Reviewers</th>
<th>Certifiers</th>
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<tbody>
<tr>
<td>2. Investigations and Enforcement</td>
<td>2. Compliance and Enforcement</td>
</tr>
<tr>
<td>3. Special Topics</td>
<td>3. Import Oversight Essentials</td>
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<td></td>
<td>4. Advanced Livestock Oversight Topics</td>
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<td>5. Engaging with NOP</td>
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<td></td>
<td>6. Special Topics</td>
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<table>
<thead>
<tr>
<th>Organic Farmers and Handlers</th>
<th>USDA Personnel</th>
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<tbody>
<tr>
<td>1. Introduction to the USDA Organic Control System</td>
<td>1. Training for OIG</td>
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<td>2. Sound and Sensible Organic Certification</td>
<td>2. NOP Auditor Training</td>
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<td>3. Training for APHIS Fumigation Staff</td>
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<td>4. FAS Desk Officer Training</td>
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# USDA NOP Organic Integrity Learning Center Project Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>Sep-18</td>
<td>Program Summit</td>
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<tr>
<td>Oct-18</td>
<td>Course Summits</td>
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<tr>
<td>Nov-18</td>
<td>Courses 1-4 Content Development</td>
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<td>Dec-18</td>
<td>Courses 5-8 Content Development</td>
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<td>Jan-19</td>
<td>Courses 9-12 Content Development</td>
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<td>Feb-19</td>
<td>Courses 13-16 Content Development</td>
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<td>Mar-19</td>
<td>Courses 17+ Content Development</td>
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<td>Apr-19</td>
<td>Courses Launch in Organic Integrity Learning Center</td>
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<td>May-19</td>
<td>Virtual Town Hall</td>
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<td>Jun-19</td>
<td>Volunteer Workgroup</td>
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<td>Jul-19</td>
<td>Listening Sessions</td>
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<td>Aug-19</td>
<td>Focus Groups</td>
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<td>Sep-19</td>
<td>Inventory of Material</td>
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<td>Crowdsourc Content: Commission or Partner with Agencies</td>
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<td></td>
<td>NOP Blackboard Node</td>
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<td>Build Course Infrastructure</td>
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<td>Learner Enrollment in Courses</td>
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<td>Program Monitoring</td>
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<td>Evaluation Metrics</td>
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<td>Data Analysis</td>
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<td>Evidence-Based Decision-Making</td>
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**USDA Agricultural Marketing Service | National Organic Program**
Crowdsource and Cross-Referenced Content

- Could include “donations” of preexisting content that organizations are willing to give USDA and share with the public (co-branded, government-owned)
- Could also include purchased content from organic partner organizations
- Could also include cross-listings, where partner organization owns/host training, but it is listed in Organic Integrity Learning Center.
- USDA NOP will provide governance for the review of material for the Organic Integrity Learning Center.
Data Gathering

1. Virtual Town Hall, Town Hall, Volunteer Workgroup, Listening Sessions, Focus Groups
2. Enrollment
3. Lesson Assessments
4. Course Evaluations
5. Course Completion
1. What differences must we consider (e.g., age, education level, position, geographic location, culture perspectives)?
2. Who is available to help create differentiated material (e.g., content experts, supervisors, learners, reviewers)?
3. How should we adapt the courses for different audiences?
4. How do you think USDA NOP should determine if the project is successful?
5. Imagine the online courses five years from now.
   Complete this sentence: I know the learning program is effective because...
Next Steps

If you are interested in participating in future activity, please send an email with your name, role, and email address to Jennifer Tucker and Tricia Ryan.

Jennifer.Tucker@ams.usda.gov

TRyan@apvit.com
Thank you.

Thank you for your participation in the USDA NOP Organic Integrity Learning Center Virtual Town Hall.