A New Information Tool to Help Underserved Audiences Get Started Farming

The United States Department of Agriculture (USDA), like many large institutions, provides services and resources to a range of audiences, including underserved, rural, and military veteran populations, from an equally varied range of offices and agencies within the organization.

Targeted and organized content discovery tools can help connect special audiences to the most important and pertinent information without the burden of learning the organizational structure or knowing what content is available.

Stakeholder participation facilitated by a single point of contact.

Resource identification from librarian, leadership team, and other expert sources.

Information collection from existing and cleared content for each resource.

Confirm data for accuracy and completeness with stakeholder representatives.

Update content based on feedback.

Map content to data architecture.

Data Architecture drives User Experience

Agriculture Taxonomies

Citation Metadata

Navigational Topics

Summaries

Geographical

Population

Commodity

Production Model

Individuals can identify with and select as many or few categories as desired to compile a list of the programs targeted to meet needs for each item selected.

https://newfarmers.usda.gov/discovery

The list becomes a tool for further exploration and business preparation.