

# Welcome



## 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. Crowdsource and Cross-Reference Content
8. Data Gathering
9. Discussion
10. Next Steps

## Town Hall Facilitators

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Jennifer Tucker, PhD  
USDA

Deputy Administrator  
USDA Agricultural Marketing Service, National Organic  
Program

Tricia Ryan  
AP Ventures

Project Manager

Bayley Hochradel  
AP Ventures

Instructional Designer

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Please introduce yourself in the chat window. Thank you.

# Town Hall Goals



- *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*.

## Lesson Title

Brief summary or overview of the lesson. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quisque sagittis purus sit amet volutpat consequat.

## Lesson Introduction

The lesson introduction provides an overview to help learners set expectations for what they will learn. Describe why this lesson is important to learner success. Explain how this lesson applies to the learner and their work.


## Content Points

- List content point.
- List content point.
- List content point.

## Lesson-Level Learning Objectives

Upon successful completion of this lesson, learners will:

1. List what learners are expected to learn by the end of the lesson. Lesson-level learning objectives should be measurable and aligned with program outcomes
2. List the Lesson-level learning objective.
3. ....

 **Directions:** Select the Play button to begin.



## 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](#)



## Organic Professionals Working to Protect Organic Integrity

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



## Inspectors and Reviewers

1. Fundamentals of Inspection
2. Investigations and Enforcement
3. Special Topics

## Certifiers

1. Certification Operations
2. Compliance and Enforcement
3. Import Oversight Essentials
4. Advanced Livestock Oversight Topics
5. Engaging with NOP
6. Special Topics

## Organic Farmers and Handlers

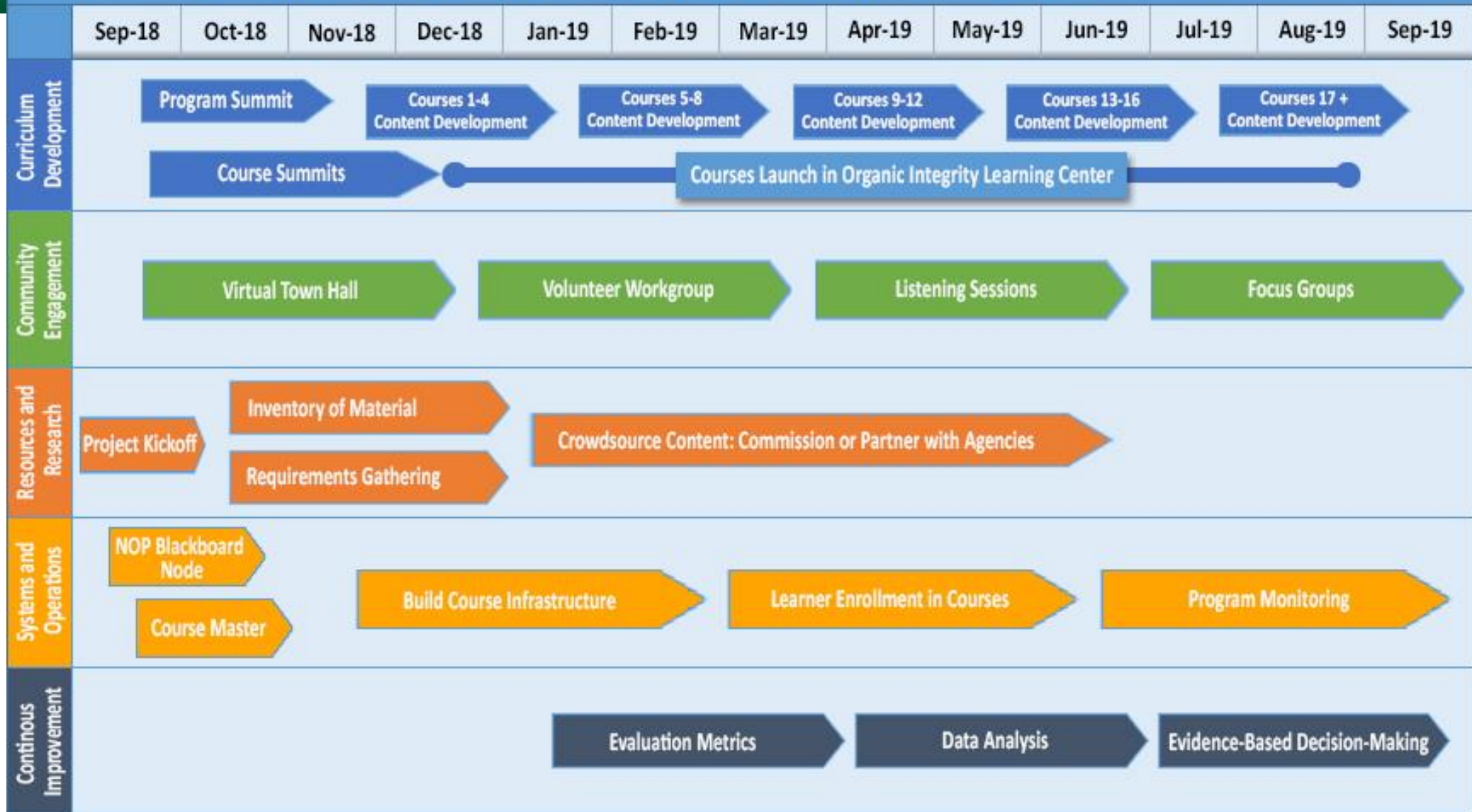
1. Introduction to the USDA Organic Control System
2. Sound and Sensible Organic Certification

## USDA Personnel

1. Training for OIG
2. NOP Auditor Training
3. Training for APHIS Fumigation Staff
4. FAS Desk Officer Training



# USDA NOP Organic Integrity Learning Center Project Timeline



# 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.

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](mailto:Jennifer.Tucker@ams.usda.gov)

[TRyan@apvit.com](mailto:TRyan@apvit.com)

Thank you.



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