

**Office of State Budget and Management**  
**Establish New, Receipt-Supported Positions**  
(G.S. 143-34.1)

Agency: NCDA&CS

Division: Veterinary

Budget Code: 13700

Center Title: NAIS Implementation (Animal ID)

Center Number: To be established

**\*\*\* Position Information \*\*\***

Proposed Classification: Program Outreach Coordinator Proposed Salary Grade: 76

Salary Range: 43,157 – 68,344 Proposed Effective Date: 11/1/05

Number of Positions: 1

	<u>Center Authorized Budget</u>	<u>Current Request</u>
Total Budget	\$ 197,000	\$ 51,435
Receipts	<u>197,000</u>	<u>51,435</u>
Appropriation	\$ 0	\$ 0

Funding Source(s): USDA/APHIS- NCFarmID, Cooperative Agreement (100% FFP).

**Justification for Position (including description of duties and responsibilities):**

A time-limited full-time Program Outreach Coordinator position (Grade 76) is requested to provide NCFarmID program development and outreach capabilities. NCFarmID is the NCDA&CS' portion of the National Animal Identification System, a national program gaining significant momentum across the nation regarding the tracking of animals to farm of origin. This person will be tasked with:

- Development of an effective outreach program designed to reach the farm-level producers in North Carolina and engage them in the National Animal Identification System and NCFarmID as these long-term programs develop.
- Determination of the most effective media outreach plan, including radio spots, newspaper articles, and television advertisements.
- Oversight and coordination of the activities of 2 Processing Assistants who are charged with providing on-line premises registration to producers in North Carolina.
- Power point presentations delivery to various cattlemen's associations, producer group meetings, livestock market meetings as well as participate in the county agricultural fairs and extension outreach meetings across the state.

Statutory Reference for Request GS 143-34.1

Clara Gay

Presentation to be made by

Director of Budget & Finance

Title

Steven W. Doyle  
Agency Head Signature

David J. Casey  
State Budget Officer Signature

SGS  
10/10/05