

Regional Director CASA Report: Compliance Summary

Fiscal Year 2010 / 2011

Run Date: 11/10/2011

Region: Central Coast And South

County: Santa Germain

Advisor / Program Representative	In Compliance?	Compliance Summary	Affirmative Action Accomplishments
Eddie Murphy	No	Eddie (Strawberry & Caneberry Advisor) has been on sabbatical leave since November so he has no contact or outreach data in CASA for the year.	Before leaving, Eddie had contributed articles in the local paper about strawberry cultivation. He also had a strawberry/caneberry tip sheet translated into Spanish.
Mariah Carey	Yes	4H Program Rep – Mariah’s program is in compliance by ARE. She’s made exemplary use of mass media to support her 4H enrollment drive.	Mariah has fliers in Spanish targeting our Hispanic population and has been very successful in getting Black children to enroll in 4H.
Enrique Iglesias	Yes	Environmental Horticulture Advisor – Enrique’s program is in parity for Blacks and Hispanics, but not for Asians (there are no American Indians in his potential). Because Asians account for 2 percent of his potential while Blacks constitute 20% and Hispanics 35% of his potential his program is in compliance by parity.	Enrique develops and delivers relevant extension outreach programs and services for his clientele and the state. He participates in local trainings and discussions, including an affirmative action on-site review this year.
Taylor Swift	Yes	Farm Management Advisor. Taylor’s program is significantly out of parity in Hispanics which constitute 33% of her potential clientele (Hispanics were only 6% of her actual contacts). Blacks, Asians and American Indians are also slightly out of parity but each of those groups constitutes 5%, 3.2% and 0.2% respectively of her potential. I am meeting with Taylor and will suggest she speak with Enrique about outreach ideas to Hispanics in Santa Germain since I know he has developed an extensive network of contacts in the Hispanic community here.	Taylor is a fairly new advisor and new to the area. Her enthusiasm for affirmative action is evident in her detailed outreach report in CASA which outlines the outreach activities and venues she has utilized in attempting to serve her clientele. She’s utilized 3 of the first 4 outreach methods and has therefore established compliance by ARE. She actively participates in staff meeting discussions about diversity issues.
Ashton Kutcher	Yes	County Director/ Orchard Advisor. Parity data is high in Blacks but low in Hispanic and Asian. Ashton’s program is in compliance by ARE using a variety of outreach mechanisms.	Ashton works directly with clientele and with local and area staff on affirmative action related activities. He developed and coordinated an affirmative action training related to disabilities for the tri-county staff (Santa Germain, Monterey, Santa Cruz), which was held in September 2011.