

UNITED STATES DEPARTMENT OF AGRICULTURE  
FOOD SAFETY AND INSPECTION SERVICE  
WASHINGTON, DC

# FSIS DIRECTIVE

4451.5  
Revision 1

8/26/24

## FSIS OUTREACH, RECRUITMENT, AND NON-MONETARY RECOGNITION PROGRAMS

### I. PURPOSE

This directive provides instructions and information on FSIS outreach, recruitment, and non-monetary recognition programs. FSIS has rewritten this directive in its entirety to include details for FSIS managers, supervisors, recruiters, and purchase card holders on how to order informational or educational items for outreach and recruitment and non-monetary award items in recognition of employee achievement.

### II. CANCELLATION

FSIS Directive 4451.5, *FSIS Recognition Coins*, 7/27/22

### III. BACKGROUND

A. FSIS administers awards in accordance with the principles set forth in Departmental Regulation (DR) [4040-430](#), *Employee Performance and Awards*. Non-monetary awards may be given to FSIS employees based on their achievements. However, they cannot be given to contractors. These awards are intended to provide timely recognition of individual and group contributions that do not merit a monetary award, time-off award (TOA), or honorary award. They are also to be of nominal value. According to DR [4040-430](#), this generally means \$35 or less.

B. FSIS takes part in various outreach events and provides FSIS-branded items containing Meat and Poultry Hotline contact information to participants outside of FSIS to raise awareness about food safety. Outreach and recruitment items are not considered awards.

### IV. OUTREACH AND RECRUITMENT

A. FSIS participates in outreach events, such as school visits to educate children on food safety and public exhibits, to raise awareness about food safety. During these events, FSIS distributes branded items that feature the Meat and Poultry Hotline contact information.

B. FSIS also participates in recruitment events, where FSIS provides potential job seekers with small FSIS-branded items. These items may include QR codes or webpages leading to information on FSIS careers and job openings.

### V. TYPES OF NON-MONETARY RECOGNITION

A. FSIS-Branded Award Items: FSIS-branded award items may be presented for an accomplishment or contribution that does not merit a monetary award or TOA. These items are of nominal value, generally \$35 or less.

B. Recognition Coins: FSIS recognition coins symbolize the Agency's commitment to recognizing and rewarding employees who exemplify the core values of FSIS in their work. Senior leaders may acknowledge and reward employees who uphold the core values of FSIS in their daily duties and demonstrate outstanding performance in contributing to the Agency's mission. As an informal award, Recognition Coins require less formal approval procedures and presentation settings and are of nominal value.

C. Informal Recognition: Informal recognition is a way for supervisors to show appreciation for the achievements and successes of employees. This type of recognition is intended for contributions of a lesser scope that might otherwise go unnoticed. Examples of informal recognition include verbal praise, certificates of appreciation, acknowledgment for good work during staff or work unit meetings, and thank you notes. Peer recognition, also called peer-to-peer recognition, is another form of informal recognition in which employees recognize each other's help, contributions, skills, talent, or work well done. For more information regarding informal recognition, refer to DR [4040-430](#).

## **VI. INSTRUCTIONS FOR ORDERING FSIS-BRANDED ITEMS**

A. Each program area and district office is to develop its own plan for requesting, purchasing, and approving FSIS-branded items before placing a formal order. The plan is to include a method to monitor and track:

1. Budget and expenditures;
2. Recipients and award justifications for non-monetary awards, including written documentation to support purchases made by the purchase card holder. Written documentation (e.g., [Form AD-700](#), memo, or letter) to support the purchase of these items are to be created and maintained electronically. Such documentation supports that the procurement made on the purchase card is for official business and sufficient funds are available for the purchase; and
3. Records, correspondence, and other documentation according to their general records schedule disposition authority:
  - a. [DAA-GRS-2013-0003-0001](#), Financial transaction records related to procuring goods and services; and
  - b. [DAA-GRS-2017-0007-0003](#), Employee incentive awards records.

B. FSIS managers, supervisors, recruiters, and purchase card holders may view outreach, recruitment, and non-monetary award items on a vendor-hosted website accessible via the FSIS Intranet site [Awards, Outreach, and Recruitment](#) (access requires level 2 eAuthentication credentials). The articles are made to order and are to be shipped to a USDA facility or official establishment. Shipping directly from the vendor to a personal residence or P.O. Box is not permitted. Expect shipping to occur 20–25 business days from the date of purchase. To request items:

1. Complete [Form AD-700](#), Procurement Request; and
2. Obtain approval through the district or program area's chain of command and submit the completed [Form AD-700](#) to your designated purchase card holder: [Directory of Designated Purchase Card Holders](#).

C. Purchase card holders are to follow [FSIS Directive 2100.6](#), *Purchase Card*.

D. Email [FSISAwardsOutreachRecruitment@usda.gov](mailto:FSISAwardsOutreachRecruitment@usda.gov) for inquiries regarding custom orders or purchases above the micro-purchase threshold. Purchases above the micro-purchase threshold are to be completed through the Integrated Acquisition System.

## VII. QUESTIONS

Refer questions regarding employee recognition to the Office of Employee Experience and Development at [Employee.EngagementandRecognition@usda.gov](mailto:Employee.EngagementandRecognition@usda.gov).



Assistant Administrator  
Office of Policy and Program Development