

Newsletter for  
**Western Agricultural Educators**

Volume 6 Number 2

*Serving Farmers and Ranchers Through Targeted Risk Management Education*

Fall 2015

**Beginning with the End in Mind***Writing a Cohesive Set of Risk Management Results*

Identifying and writing a cohesive set of risk management results that will best serve your audience can be one of the most challenging aspects of the grant writing process. Taking time with your project team (and collaborators) to develop a well-conceived set of results involves first identifying, then developing actions that producer participants will take towards accomplishing their specific risk management goals.

There are five levels of producer actions the Extension Risk Management Education (ERME) program specifies within the online application system to help applicants better understand the levels of producer engagement that can lead to relevant producer outcomes. Actions designed to sequentially lead your project participants to achieve their short, medium and long term risk management goals, should directly relate to how you will measure and verify the achievement of these goals – with well thought out evaluation questions and methods for assessing and tracking participants' progress. Good survey design involves knowing your target audience well enough to verify the advancement of their goals.

The relationship you have with your target audience will be directly proportional to their desire to achieve the results you have identified. The Producer Demand section of your application should well articulate their interest in



your proposed risk management subject matter and why they will be motivated to pursue and implement the risk management outcomes you have identified.

If your application will specifically target socially disadvantaged audiences such as American Indian producers, Hispanic/Latino farmers and ranchers and other underserved groups, the Review Panel will address the degree to which you have assessed cultural values and beliefs; as well as the knowledge and skills you possess for cross cultural interactions.

Competitive applications will have a fully integrated plan of work for ensuring that farmer and rancher participants are able to achieve the proposed risk management results.

**Application Resources**

*ERME Proposal Resources:* <http://www.extensionrme.org/verification/media.htm>

*RME for Native American Farmers and Ranchers:* <http://westrme.wsu.edu/wp-content/uploads/2013/11/Proposal-Resource-for-American-Indian-RME.pdf>

*RME for Hispanic Farmers and Ranchers:* <http://westrme.wsu.edu/wp-content/uploads/2015/10/Hispanic-Fact-Sheet-2015.pdf>

*Introduction to Risk Management:* <http://extensionrme.org/pubs/Intro-Risk-Mgmt.pdf>

*Program Evaluation & Survey Design Techniques:*

--<http://westrme.wsu.edu/wp-content/uploads/2015/11/Program-Evaluation-and-Survey-Design-Techniques.pdf>

## 2016 Extension Risk Management Education Competitive Grants Program

### Investment Criteria and Economic Viability

The Extension Risk Management Education Competitive Grants Program emphasizes project results that will help farmers and ranchers improve their economic viability. Economic viability refers to the producers' ability to improve profitability and to increase opportunities for equity growth over time. Center staff will be available to discuss project ideas and their applicability to our proposal evaluation criteria as well as to field any other questions arising from the application process.

### Regional Risk Management Priorities

The 2016 RFA includes regional risk management priorities. Proposals submitted in these areas must be able to effectively compete with other applications by demonstrating clear risk management results for producers that improve their economic viability. For more information regarding these Regional Priorities, check out the [RFA](#) and [Applicant Webinar Presentation](#).

### Project Director Training

All Project Directors (PD's) receiving their first ERME grant award will be required to attend a Project Directors' Training Meeting to be held in conjunction with the National ERME Risk Management Conference, **April 2016 in Fort Worth TX**. Attendance at this training should be considered when developing the project budget. If training attendance is not possible, the PD must participate in an ERME provided webinar to fulfill their contractual obligations of the award/grant. All Project Directors are encouraged to attend the National ERME Risk Management Conference as time and funding permit.

**Project Director Training April 26 8:00 AM - 12:30 PM**  
**Pre-Conference April 26 1:00 PM - 5:00 PM**

## Applicant Webinar Recording

**If you missed the Applicant Webinar held on Friday October 2nd, the following links will take you to:**

Webinar Recording: <http://breeze.wsu.edu/p7mcytme1y0/>

Webinar Presentation: [View Presentation](#)

## 2016 RFA Timeline

*Visit the Competitive Grants Program link on our home page for more information.*  
<http://westrme.wsu.edu/grants-program/>

### RFA Announcement

Tuesday, September 15, 2015

### Application Deadline

Monday, November 16, 2015

### Award Notification

Friday, February 19, 2016

### Start Date for Funded Projects

Friday, April 1, 2016



## Extension Risk Management Education National Conference

April 27-28, 2016

*The Washington State University Western Extension Risk Management Education Center (Western Center) is one of five USDA NIFA Extension Risk Management Education Centers serving agricultural producers through targeted risk management education.*



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