Extension Risk Management Education Competitive Grants Program

2019 Grant Application Webinar

1PM Pacific Time – October 8, 2018

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WESTERN EXTENSION RISK MANAGEMENT EDUCATION

WASHINGTON STATE UNIVERSITY EXTENSION

USDA United States Department of Agriculture National Institute of Food and Agriculture

ExtensionRME.org
Extension Risk Management Education Competitive Grants Program

2019 Request for Applications

Grant Application Webinar

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WESTERN EXTENSION RISK MANAGEMENT EDUCATION
WASHINGTON STATE UNIVERSITY EXTENSION
United States Department of Agriculture
National Institute of Food and Agriculture
Webinar Instructions

• We will MUTE participant microphones to minimize background noise.
• Use the Chat function to type in your questions.
• Questions will be answered at the end of each section.

Thank you!
Webinar Overview

- Extension RME Competitive Grants Program Overview
- Results/Outcome Based Applications Using a Performance Measure/Theory of Change Approach
- Regional Priorities
- Evaluation Criteria and Revisions
- Application and Submission Information
Western Extension Risk Management Education Center (Western Center)

- One of four regional Extension risk management education centers in the U.S.
- Administer a competitive grants program in the 13 western states and U.S. affiliated Pacific Islands
- Supported by funding from the USDA National Institute of Food and Agriculture (NIFA)

http://westrme.wsu.edu/
Extension Risk Management Education

Purpose and Rationale

➢ Ag Risk Protection Act of 2000 (ARP)
   ❑ Legislative Mandate

“….to educate agricultural producers about the full range of risk management activities.”
ERME Risk Categories:

Introduction to Risk Management

Understanding Agricultural Risks:

PRODUCTION

MARKETING

FINANCIAL

LEGAL

HUMAN


BY

Laurence Crane, Gene Ganiz, Steve Isaac, Doug Jose, Rod Sharp

PUBLISHED BY

Extension Risk Management Education and Risk Management Agency

WITH FUNDING BY

United States Department of Agriculture

Our Goal

To help farm and ranch families improve their economic viability through targeted risk management education.
Economic Viability:
- Economic viability refers to the farm’s or ranch’s ability to improve profitability and to increase opportunities for equity growth over time.
- Successful applications will clearly identify how their proposed results will enhance farm or ranch economic viability.
ERME Aspirational Goals & Economic Viability

- Alignment of goals with source(s) of risk: (RFA – pages 4-5)
  - Production
  - Market
  - Financial
  - Legal
  - Human

- Strategic Objective – To enhance farm and ranch profitability and viability
ERME Aspirational Goals Related to Economic Viability

Common Denominator:

- Economic or profit indicator of reduced risk which is constant across all 5 risk areas.
Result/Outcome Based Applications Utilizing a Performance Measure/Theory of Change Approach
Performance Measures & Successful Applications

- Well designed project with ability to measure participant results and program impacts
- Solid rationale for why the project results matter
- Links strategic objectives of the funding agency to producer participants
Linking Strategic Objectives

- USDA/NIFA Goal: A Secure Supply of Safe, Nutritious, and Affordable Food
- ERME Goal: To help farm and ranch families improve their economic viability through targeted risk management education
- ERME Production Risk Project Goal: Ensure profitability through increasing yields and reducing input costs
Theory of Change as part of the Performance Measure Construct

➢ Underlying **assumptions** or **rationale** for how your project activities will lead farmers and ranchers to the desired results.
  ❑ **Why** will your activities and projected risk management results/outcomes make a difference?
  ❑ **What** gaps in risk management does your project aim to fill?
  ❑ **Why** is this significant to food and ag?

➢ Sets up context at local, regional and national levels.
Why Theory of Change Matters

1. Farmers and Ranchers: Improved risk management capacity

2. Project Level: Underlying assumptions that support the producer outcomes you have identified and will report to.

3. ERME Program Level: Funding justification to NIFA that bears out improved economic viability from your projects.
Proposed Risk Management Results

Proposed producer results

Do they align with:
1. Your rationale (Theory of Change)?
2. ERME Program’s Aspirational Goals?
Producer Actions

- Five levels of producer actions in order of increasing producer engagement:
  1. Understand
  2. Analyze
  3. Develop
  4. Decide
  5. Implement

- Knowledge
  - Short Term

- Actions
  - Medium

- Conditions
  - Long Term
Conditions

Conditions - Long Term Impacts

- Economic, social and environmental
  - Improved economic viability for farmers and ranchers
- Improved profitability at the end of 18 months
  - Indicators of profitability
  - Evidence of Realized Economic Gain
Theory of Change Logic

➢ What has to occur or change to realize the short and medium term outcomes?
   1. Understand
   2. Analyze
   3. Develop
   4. (Decide)

➢ What has to occur or change to realize the long term outcomes?
   5. Implement
Proposed Results/Outcomes

➢ Begin with action oriented verbs describing what needs to change:

Achievable outcomes to be reached (Objectives)

<table>
<thead>
<tr>
<th>Objective - Actions</th>
<th>Output Measures - Product</th>
<th>Outcome Measures - Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adopt new grazing practices, Adopt a grazing record keeping system.</td>
<td># of additional days animals are grazed over the course of a year.</td>
<td>% reduction in annual feed costs</td>
</tr>
<tr>
<td></td>
<td>Reduced # of bales of hay fed</td>
<td>% reduction in overall input costs</td>
</tr>
<tr>
<td></td>
<td></td>
<td>% increase in profit due to new grazing practices</td>
</tr>
</tbody>
</table>
Theory of Change Logic Cont.

<table>
<thead>
<tr>
<th>Public Value</th>
<th>A secure supply of safe, nutritious, and affordable food</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benefits to Producer</td>
<td>Achieve agricultural economic sustainability for U.S. Farmers and Ranchers by mitigating production risk</td>
</tr>
<tr>
<td>Long-term outcomes</td>
<td>% increase in number of participants who realize profits by increasing yields or reducing costs</td>
</tr>
<tr>
<td>Medium-term outcomes</td>
<td>% reduction in input costs as a result of transitioning to new grazing practices</td>
</tr>
</tbody>
</table>

# of participants who adopt a new management practice (product of learning activities – short term outcome) aimed at reducing input costs (medium term outcome).
Measuring Change Over Time – Evaluation – How Will You Verify?

- Identify appropriate evaluation methods with evaluation questions that will help to answer the expectation of improved profitability for producers.
How Will You Verify?

Choose evaluation methods that will:

1. Serve the interests of the producers with whom you work.
   a) Measure changes in participant knowledge, actions and conditions across the life of the project

2. Serve the interest of your program
   a) Measure team effectiveness and if program is going in the right direction based upon what the data is telling you

3. Serve the interests of your regional leadership or stakeholder partners
   a) Measure public value level impacts
Performance Measures, Theory of Change & Evaluation Resources:
https://westrme.wsu.edu/award-management/tools-for-project-directors/

Results Verification – Documenting Risk Management Outcomes through Performance Measures

- **Performance Measures** – an Article Tutorial
- **Program Evaluation** – An Article Tutorial
- **Ripple Effect Mapping** – An Article Tutorial
- **Theory of Change Construct for Production Risk**
- **Theory of Change Construct for Logic Model**
- **Baseline Measures**
Performance Measures, Theory of Change & Evaluation Resources:
https://westrme.wsu.edu/award-management/tools-for-project-directors/

Evaluation Resources

- Program Evaluation (While this is a dedicated Washington State University site on Project and Program Evaluation - it contains a variety of tools and resources to help measure, evaluate and record program results.)
- Program Evaluation and Survey Design Techniques
- Retrospective and Post Evaluation (.doc)
- Short Term Evaluation (.doc)
- Long Term Evaluation (.doc)
- Evaluation Resource Materials Compilation
Regional Priorities

1. Farm Financial Risk

2. Climate Variability Challenges

3. Enhanced Record Keeping

4. Scaling up Production
2019 RFA – Funding Categories

1. Education Projects (up to $50,000)

2. Exploratory Projects – (up to $2000)
2019 RFA Evaluation Criteria

- Proposed Results – 40% Weight
- Regional Priorities – 10% Weight
- Results Verification – 10% Weight
- Producer Demand – 15% Weight
- Team/Organizational Capacity and Collaborators – 15% Weight
- Review of Past Projects and Innovative Approaches – 10% Weight
Producer Demand – Why it Matters

➢ Put yourself in the role of participant:
  □ From their perspective what do they want to know?
  □ Do your proposed results support and identify the interests expressed by your audience?
  □ Does your rationale for producer engagement support their interest in your program?
  □ What methods did you use to determine their interest?
Team/Organizational Capacity & Collaborators

- Equal value to team and collaborators

- Project Team/Organizational Capacity
- Collaborator Strength
- Demonstrated through Letters of Commitment – (ERME Western Center RFA page 12)
Review of Past ERME Projects

• Identify and review two ERME completed projects.
  1. Show how your project can build upon or collaborate with these projects.
     - What does your project have in common with the projects you have reviewed?
  2. Alternatively, describe how your project is unique and innovative.

✔ Reviewing your own organization’s funded projects will not satisfy this requirement.
Review of Past ERME Projects

ExtensionRME.org website:

http://extensionrme.org/Projects/CompletedProjects.aspx?y=2016&i=0
Review of Past ERME Projects

Western Center website:
http://westrme.wsu.edu/funded-projects/

Funded Projects

All Projects
- Alaska
- Arizona
- California
- Colorado

Completed Projects
- Alaska
- Arizona
- California
- Colorado
# Review of Past ERME Projects

## Completed Projects

View the specific results of Extension Risk Management Education Completed Projects. Search projects from specific years, regions, states, or risk management education topics.

### Search Criteria

- Year(s): All
- Region(s): Western ERME
- State(s): Alaska
- Topic(s): All
- Audience Group(s): All

### 4 records found

<table>
<thead>
<tr>
<th>Project</th>
<th>Title</th>
<th>Award Amount</th>
<th>Institution</th>
<th>Project Director</th>
<th>Funding Opportunity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Diversified Business Planning Workshop: Turning financial risks in to profit for small to mid-size farms and ranches in Alaska</td>
<td>$25,000</td>
<td>Alaska Farmland Trust</td>
<td>Jack Alcorn (Executive Director)</td>
<td>Western ERME - 2011 Competitive Grant Program</td>
</tr>
<tr>
<td>2</td>
<td>Financial planning for Alaskan shellfish farmers</td>
<td>$35,832</td>
<td>University of Alaska Fairbanks, Marine Advisory Program</td>
<td>Raymond RaLonde</td>
<td>Western ERME - 2009 Competitive Grant Program</td>
</tr>
<tr>
<td>3</td>
<td>Insurance Options Across Alaskan Lands</td>
<td>$15,565</td>
<td>Alaska Association of Conservation Districts</td>
<td>Eric Wade</td>
<td>Western ERME - 2009 Competitive Grant Program</td>
</tr>
</tbody>
</table>

**Update Results**
Project Results Narrative

➤ 400 word limit

➤ In combination with the Project Overview (200 word limit) provides the opportunity to describe the project and demonstrate how the project helps producers improve economic viability.
Project Steps

Timeline for project team and collaborators to:

- Develop training materials and curriculum
- Disseminate tools and resources
- Deliver workshops and trainings
- Conduct evaluations across life of project
- Evaluate data collection to assess and report achievement of risk management results.
Other Application Sections

✓ Project Results Narrative
✓ Project Steps

➢ Project Overview
➢ Tools and Curriculum
➢ Audience Emphasis

**These sections – while not weighted, should inform and support the evaluation criteria.**
2019 RFA Submission & Award Timeline

One Stage Proposal Process

- Proposal Submissions, DUE by Thursday, November 15, 2018
- Award Decisions Announced by February 15, 2019
- Project Period – April 1, 2019 to September 30, 2020
Budget Detail

• Consistency
  – Requested funding amount must be the same in the budget, budget narrative and on the ERME Cover Sheet (SF 424).

• Budget Review
  – Designated person inside your organization with budget expertise
Budget Detail

• Sub-award or consulting services
  – If a portion of your project will be performed by outside sources extra documentation is required.
  – *Follow the instructions as per Appendix A of the RFA and within the online application system.*
Budget Detail

• Indirect Cost Rate
  – may not exceed the lesser of the institution’s official negotiated indirect cost rate or the equivalent of 30% of the total Federal funds awarded.
  – If your organization does not have a federally negotiated indirect cost rate, an F&A rate of 10% Modified Total Direct Cost (MTDC) will be allowed.
  – *Follow the instructions as per Appendix A of the RFA.*
Budget Detail

Indirect Cost Rate

- 30% Federal fund limitation is equivalent to 42.857% of the total direct costs.
- $30,000 TDC x 42.857%
- $12,857 IC
- $42,857 = Total Funding Request

- $42,857 x 30% = $12,857 Indirect Cost Amount

***Follow the instructions as per Appendix A of the RFA.***
Budget Detail

Can we use grant funds for food/meals?

Generally, no.

- Solution to providing meals for workshops etc, use registration fees to cover these meal expenses or have a sponsor.
- Meals consumed while in official travel status do not fall in this category.
Budget Detail

• Project Director Training
  – All Project Directors
    ➢ Via WEBINAR 4-6 weeks after subaward start date of April 1.
    ➢ No dollars allocated in budget
Budget Guidelines

Balanced Budget?

➢ Are costs reasonable and allowable for the proposed plan of work and return on investment of grantor funds?
Eligibility & Uniform Administrative Requirements

Eligible applicants must:

a) Register for a Duns Number
b) Register with SAM (System for Award Management) and if funded:

c) Meet Uniform Administrative Requirements (RFA – Appendix A)
Applying For Funding

Western Extension Risk Management Education Center

Serving Farmers and Ranchers Through Targeted Risk Management Education

Welcome to the Center
The Western Extension Risk Management Education Center (Western Center) is one of five USDA NIFA Extension Risk Management Education Centers. Partnering with state university Extension educators and public and private sector partners in the west, the Center provides...

What’s New...
- Competitive Grants Program » 2019 Application Period Now Open!
- Tools for Project Directors »
- View our Summer Newsletter »
- What is Risk Management? –

Save the date! 2019 ERME National Conference Louisville, KY - April 2-4 2019
ERME Competitive Grants Program

http://westrme.wsu.edu/funding/

2019 RFA Timeline:

- November 15, 2018 – Application Deadline
- February 15, 2019 – Award Notification
- April 1, 2019 – Start Date for Funded Projects

The Western Extension Risk Management Education Center (Western Center), in conjunction with the Northeast, North Central and Southern Centers, announce a funding opportunity for projects that help farm and ranch families succeed through targeted risk management strategies. The maximum amount of requested funding shall not exceed $50,000 for Education Projects and $2,000 for Exploratory Projects.

2019 Western Center Request For Applications (RFA)

Online Application System and Registration: The online application system includes a user-based access within the Results Verification System (RVS). To register your proposal in the Results Verification System (RVS), click here. Select “Register” and enter information to create a new account. You will receive an email registration confirmation. If you do not receive the confirmation email within 15 minutes, check your spam folder. Click on the link in the email to complete your registration.
Registration Screen

"THE NEW STANDARD FOR ONLINE REPORTING SYSTEMS."

Information flows from the start of a proposal to the final report

Proposals focused on results

Easy-to-use reporting web app

EMAIL ADDRESS

PASSWORD

Forget your password?

Keep me logged in

Log In
START A NEW APPLICATION

Funder: Western Extension Risk Management Education Center

Funding Pool: 2019 Education Projects

Project Title

Project Director Email

Start Application  Cancel
Login Screen

NEW APPLICATION

ACTIVE FUNDING OPPORTUNITIES

Western Extension Risk Management Education Center

2019 Education Projects

2019 Exploratory Projects
Project Team

Team members are the project director (co-project director) and all other individuals who will actively participate in the development, delivery, and management of the project – whether from the applicant organization or not.

- No letters of commitment are required unless the person is a consultant or part of a sub-award.
- Any required documents will need to be uploaded at the time of entry of this person. The contributor cannot be saved until the consultant/sub-award materials have been uploaded.
Project Team

Project Team

Name
Organization
Email Address
Phone Number
Role

Is this a
- Applicant Organization Member
- Non-Applicant Organization Member
- Consultant
- Sub-Award

Complete Package
Select a new letter to upload (PDF required)

View Letter
Browse... No file selected.

For consultants, be sure to upload as one PDF: 1) a letter of commitment outlining roles, hours and rate of pay; and 2) an abbreviated (2 page maximum) resume or curriculum vitae.
Project Team

Email Address

Phone Number

Role

Is this a
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View Letter

Browse... No file selected.

Budget Amount

For sub-awards, be sure to upload as one PDF: 1) a sub-award budget form (utilizes the ERME Budget Form); 2) a separate budget narrative; and 3) a letter of commitment from the sub-award organization outlining the organization’s statement of work.

Save  Cancel
Project Team

**Project Team**

- **Name**: Name is required
- **Organization**: Title is required
- **Email Address**: Email is required
- **Phone Number**: Phone is required
- **Role**: Role is required

**Is this a**
- Applicant Organization Member
- Non-Applicant Organization Member
- Consultant
- Sub-Award

**Complete Package**

**View Letter**

*Browse...* No file selected.

**Budget Amount**

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Project Collaborators

Collaborators are people or organizations who will bring expertise or provide access to your target audience, but who are not involved in the day-to-day management of the project.

- A letter of commitment is required from every collaborator.

- The collaborator cannot be saved until the required letters/documents have been uploaded to this page.
Project Collaborators

Name: 
Organization: 
Email Address: 
Phone Number: 
Role: 

Is this a:
- Applicant Organization Member
- Non-Applicant Organization Member
- Consultant
- Sub-Award

Complete Package
Select a new letter to upload (PDF required)

View Letter
Browse... No file selected.

Save  Cancel
Project Collaborators

- Name
- Organization
- Email Address
- Phone Number

Role:
- Applicant Organization Member
- Non-Applicant Organization Member
- Consultant
- Sub-Award

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Co-Project Directors & Project Access Users

- List one Co-Project Director
- Can other people on my team or in my organization review my application?
  - Yes – by creating an account in the RVS online application system
- Title – Keep short and concise
Application Tutorial

➢ http://extensionrme.org/pubs/ApplicationTutorial.PDF
Proposal Resources

- Proposal Resources: [http://extensionrme.org/Resources.aspx#RVS](http://extensionrme.org/Resources.aspx#RVS)


Thank you!

Questions?

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