#### Western Extension Risk Management Education Center

#### **2020** Project Director Orientation

10:00AM - 11:30 AM Pacific Time - March 31, 2020













United States Department of Agriculture National Institute of Food and Agriculture







#### 2020 Project Orientation

Documenting Producer Success through Performance Measures
A Systems Evaluation Model

**Shannon Neibergs, Director** 

Jo Ann Warner, Associate Director

**Heather Schriver, Grants & Communications Coordinator** 



#### **Webinar Instructions**

- We will MUTE participant microphones to minimize background noise.
  - You do not need your camera or microphone
- Use the Chat function to type in your questions.
   (Scroll to bottom of Zoom window to click on the Chat icon)
- Questions will be answered at the end of each section.

Thank you!

#### **2020 Funded Projects**

Cindy Fake, cefake@ucanr.edu, UC CE, Reducing Climate Change Risks for Farmers and Ranchers

Theresa Kiehn, theresa@agsafe.org, AgSafe, Intro to Risk Mitigation through HR Management

Tipton Hudson, hudsont@wsu.edu, WSU, The Art of Range Podcast: Reaching Ranchers Nationwide

Rebecca Thistlethwaite, thistler@oregonstate.edu, OSU, Western Meat School

Gail Feenstra, gwfeenstra@ucdavis.edu, UC Davis, Agritourism Intensive 2020

Kirk Wilbur, kirk@calcattlemen.org, CA Cattlemen's Assoc., Wildfire Preparedness

Lindsay Ganong, lganong@aeromt.org, AERO, Imprvng Undrstndng & Applctn of MT Food Policy Mod. Law

Jay Olsen, jay.olsen@snow.edu, Snow College, Whole Farm and Enterprise Financial and Production Records

Natalia Pinzon, natalia@nataliapinzon.com, Farmer Campus, Advancing Farmworker Disaster Resilience

Rick Gastelum, rgastelum@wsfb.com, Washington Farm Bureau, Agr Human Resources Boot Camp III

Kirk Hanson, kirk@nnrg.org, NNRG, Reducing Wildfire & Drought Risk for Forest

Nathan Weller, <a href="mailto:nathan@cafarmlink.org">nathan@cafarmlink.org</a>, CA Farmlink, Passing it On: Farm Succession Ed & Resource

Alexandra Hill, alexandra.e.hill@colostate.edu, CSU, Measuring unmet labor needs, identifying resource gaps

Christina Stucker-Gassi, cstuckergassi@pesticide.org, NCAP, Exploring Alt Pest Mgmt Techniques for Hemp

Jessica Parr, jparr@ccof.org, CCOF Fdn, Assessment of Current Training Options & Gaps for Climate Variability

Alma Bowen, nuestracomunidad707@yahoo.com, Nuestra Comunidad, CA Farmers Build Fire Resilience

Natalia Pinzón, natalia@nataliapinzon.com, Farmer Campus, Testing the Climate Resilience Toolkit

Ryan Larsen, ryan.larsen@usu.edu, USU, Exploration of Demand for Farm Financial Resiliency Training

Amy Garrett, <u>dryfarminginstitute@gmail.com</u>, The Dry Farming Institute, Western Region Adaptive Ag Water Symposium



#### What We Are Going to Cover

- □Risk Management Overview
- □Covid-19 Challenges
- ☐ Measuring Results How to Collect
  - Evidence Using a Performance
  - Measure/Theory of Change Approach
- □ Reporting How to Communicate Success
- □ERME Reporting Requirement to Establish a National "Understanding" Benchmark Metric
- □ Invoicing and Reporting Logistics

### Western Extension Risk Management Education Center (Western Center)

- ➤ One of <u>four</u> 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 (ERME)

#### Mission:

Educating America's farmers and ranchers to manage the unique risks of producing food for the world's table.

#### Overarching Goal:

Helping farm and ranch families improve their economic viability through targeted risk management education.



#### **ERME Program**

- ➤ Grounded in USDA/NIFA Strategic Goals
- > Require planning and accountability measures
- > Rely upon streamlined data collection
  - ☐ Creates a more transparent reporting process
    - Robust evidence based system
    - Shared knowledge base
  - ☐ Alignment of your Project Goals with ERME Program Goals



#### **Extension Risk Management Education**

#### **Economic Viability:**

- Legislative Authority: To educate agricultural producers with training that improves their 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 projects provide evidence of economic gains for producers.

\*\*Economic or profit indicator of reduced risk which is constant across all 5 risk areas



#### **COVID-19 Challenges**

- ➤ Distance Learning Approaches
  - □Plan of work and Project Steps
  - **■**No opportunity for a time extension
- ➤ Completion of Subaward Contracts
- ➤ Invoicing Potential Delays

# Measuring Results & Collecting Evidence

# A Performance Measure/Theory of Change Approach



#### **Evidence Based Programs....**

- Benefit Participants
- Lead to improved economic viability for farmers and ranchers
- Result in effective programs and policies
- Collect rigorous and meaningful evidence as a routine part of program delivery.
- Impart additional value to those who do not directly benefit from a program.
- End Result: Ability to contribute effectively to a shared knowledge base



#### Performance Measure Road Map

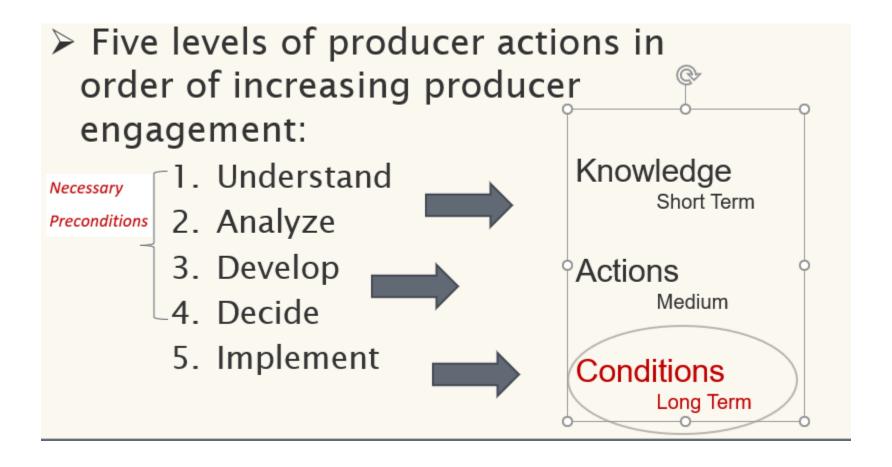
- Aligns producer outcomes with ERME economic program goals
- ➤ Provides a rationale for how your project activities will lead producers to the desired results
- ➤ Monitors project performance
- Measures results across the life of the project (short-medium-long term)
- ➤ Uses different types of [benchmark] data (from participants/industry and government) to measure progress towards improved profitability



# Your Project Rationale (Theory of Change)

- ➤ Underlying **assumptions** or **rationale** for <u>how</u> 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.

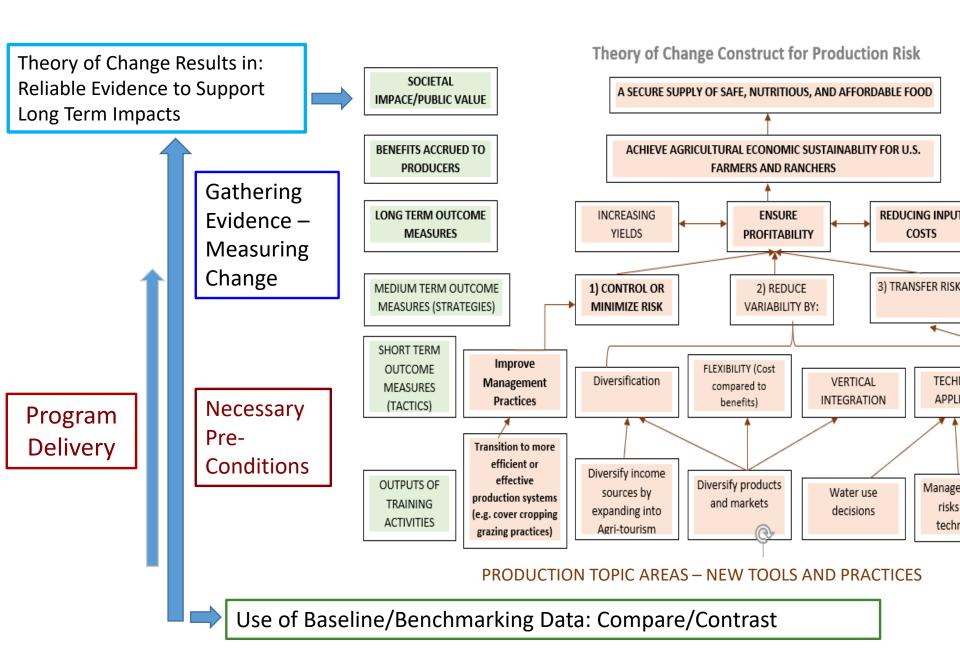
#### End Goal for Producer Actions is Improved Profitability



# Theory of Change – Working Back from Your End Goal

- 1. End Goal = long term impact(s)
  - a) Societal or public value that will come about as a result of your program
- 2. Long term program outcomes benefits accrued to participants
- 3. Short- and medium-term outcomes
  - a) Necessary pre-conditions for long term outcomes and impact:
    - i. Activities
    - ii. Actions/behavioral change
    - iii. Strategies





#### Baseline/Benchmarking Data

- 1. Producers current cost of production
- Cost variance data for traditional/commodity operations and differentiated enterprises
- 3. Processor price data
- \*\*Cross correlate above with Ag Census (NASS), ARMS, ERS etc.
- Creates an ongoing feedback system to validate long term outcomes and impacts
- Compares current conditions to baseline measures as your project progresses
- Data collection as an ongoing process
- > Evaluation conducted at multiple points in time

Objective - ACTION	Output Measures - PRODUCT	Outcome Measures - Results
1. Adopt a data driven market strategy for interaction with specific meat processing outlets	<ol> <li>Transitioned herd from commodity to differentiated markets</li> <li>Converted herd to certified management and marketing plan; i.e. BQA/Grassfed/Sust ainably raised</li> <li>Improved coordination with processing facilities</li> </ol>	<ol> <li>% Increase in profit from higher prices received in differentiated markets; i.e.         BQA/Grassfed/USD A Certified Organic</li> <li>% reduction in variable transportation costs</li> <li>% reduction in processing livestock</li> <li>% reduction in overall cost of livestock finishing</li> </ol>

Outcome measures lead to multiple and <u>related</u> benefits – ultimately benefiting the producers' bottom lines.



#### Theory of Change – What to Measure

- End Goal: Assess current value chain restraints and opportunities so that long term improvements can be made to the livestock value chain
- Activities & Outcomes will fill gaps in the livestock value chain by addressing:
  - i. Processing capacity
  - ii. Communication/coordination between processors and producers
  - iii. Existing and emerging market opportunities
  - iv. Cost of Production for livestock finishing: Goal decrease costs
  - v. Cost differences differentiated vs commodity sales: Goals increase revenue/sales, growth in sales volume

#### **Theory of Change – What to Measure**

#### Result:

"x" number of producers will (insert result)

#### **Questions:**

- 1.a: Did you (insert action verb) adopt (insert risk mgt strategy or practice) (Yes/No)
- 1.b: To what degree did (insert action verb) adopting (insert risk mgt strategy or practice) help you to improve your decision making process on (insert risk topic)? Not at all, Somewhat, Very much, Extremely so (Likert-Type Scale)
- 1.c: How much did you reduce the overall cost of production as a result of (insert action verb) adopting (insert risk strategy or practice)? Less than \$99, \$100 499, \$500 999, More than \$1000.
- 1.d: What is the benefit you estimate will accrue to your operation as a result of (insert action verb) adopting (insert risk strategy or practice)? Less than \$99, \$100 499, \$500 999, More than \$1000. (answers the expectation of improved profitability)

#### **Questions/Discussion?**



# Your Final Report & Public Value Level Impacts



#### **NEW Reporting Requirements**

- 1. ERME Benchmark Metric for "Understanding"
  - a) Each project will be asked to assess changes in understanding using a retrospective design.
  - b) A retrospective evaluation measures participants' previous versus current knowledge on a risk topic area(s) at the end of a workshop or training series.

\*\*All ERME projects are expected to conduct this retrospective evaluation at the end of their workshop or training series



### ERME Retrospective Evaluation Across the Project Portfolio

- Prepare a retrospective evaluation for each area of risk that your project covered (from the five broad risk areas)
  - ➤ Develop a separate evaluation question for each risk.
- Use a 5 point numbered (Likert) scale
  - ➤ 1 will indicate No Understanding to
  - ➤ 5 indicating Complete Understanding
- Administer to participating producers at the end of a workshop or training series.
- \*\*Please note that this evaluation is separate from evaluations that measure producer results across the life of your project.



#### Likert Scale Categories

- $1 = \text{None} \text{Have } \mathbf{no} \text{ understanding/knowledge of the content}$
- 2 = Low Have very little understanding /knowledge of the content.
- 3 = Moderate Have **basic** understanding/knowledge; there is more to learn.
- 4 = Advanced Have a **working** understanding/knowledge; can apply most of the content.
- 5 = High Consider myself to have **complete** understanding/knowledge and can fully apply the content.



### Retrospective Evaluation for Measuring "Understanding"

• The basic retrospective evaluation question for each risk area is as follows:

• How do you rate your <u>understanding</u> of \_\_\_\_(insert risk area)\_\_\_\_ risk management (including \_\_\_\_(insert relevant topics)\_\_\_) as a result of participating in this risk management training or workshop series?

• The response for each evaluation question is:

	None	Low	Moderate A	Advanced Hi	gh
	1	2	3	4	5
Before Training					
After Training					

# Retrospective Evaluation for Measuring "Understanding"

- An example of the retrospective evaluation question:
  - How do you rate your <u>understanding</u> of **financial risk** management (*business plan; enterprise budgets; livestock decision aids*) as a result of participating in this risk management training or workshop series?

	None	Low	Moderate A	Advanced Hig	gh
	1	2	3	4	5
Before Training					
After Training					

#### **RVS Online Reporting System**









Important Information

Project Information

Project People

Progress Notes

Project Steps

Promotional Materials

Educational Materials

**Evaluations and Reports** 

Results

#### Outcome Analysis

Number of Participants

Project Overview

**Project Comments** 

Stories / Examples / Quotes

Leveraged Resources

Delivery Area

Final Checklist

SAVE & EXIT







#### 2019 ERME Reporting Demo

#### **OUTCOME ANALYSIS**

Instructions

Report the results of the required retrospective evaluation question. Enter the totals for each risk area identified in the results section displayed below. In this example, this project had results with producer actions in the financial and human risk areas.

#### How do you rate your understanding of:

Financial Risk	1	No		Com	plete	
	Unders	standing		Understanding		
	1	2	3	4	5	Total
Prior to the project	50	200	40	10	0	300
After the project	2	25	34	144	95	300

Human Risk	N	lo		Com	plete	
-	Unders	Understanding		Understanding		
	1	2	3	4	5	Total
Prior to the project	50	45	15	0	0	110
After the project	10	20	25	30	25	110









#### **Retrospective Tutorials**

- ➤ ERME Retrospective Evaluation Presentation:

  <a href="http://extensionrme.org/pubs/ERME-Retrospective-Training.pdf">http://extensionrme.org/pubs/ERME-Retrospective-Training.pdf</a>
- ➤ Reporting Tutorial: Outcome Analysis Page 19 <a href="http://extensionrme.org/pubs/ReportingTutorial.PDF">http://extensionrme.org/pubs/ReportingTutorial.PDF</a>

#### **Questions/Discussion?**



# Reporting Successes and Impacts – Contributing to a Shared Knowledge Base

- 2. Write at least one story about an individual producer in the following format:
  - a) Describe the situation
  - b) Include outcomes accomplished by that producer
  - c) Describe any overarching impacts; i.e. to the family/community/environment etc.
    - i. Include evidence or indicators of improved profitability or economic gain
  - d) Include a testimonial from this individual producer or family member



#### **Story Format Example**

**Situation:** This family owned enterprise was running a fairly traditional cow calf operation, growing their own hay to feed their livestock. Constraints on their time was an ongoing issue.....

**Outcomes:** Conducting a comprehensive evaluation of the their operation through the use of QB's resulted in the following outcomes:

- 1. Significantly reduced feed costs...
- 2. Acquired additional income through...
- 3. Transitioned herd from....

**Impacts:** As a result of these changes, family relationships improved....and their average economic gain for the year was \$....

**Producer Quote:** "This program provided me with the tools I needed to convert my herd from a conventional operation to include differentiated markets...."

Link to Producer Story:

https://s3.wp.wsu.edu/uploads/sites/2162/2019/03/WCRME-Outstanding-Project-Success-Story-2019-1.pdf



### Impact Reporting – Communicating your Success in the Results Verification System (RVS)

- ➤ Reflect back on your Performance Measure Approach At the end of 18 months:
  - ☐ What strategies did producers put into practice that resulted in measurable reductions of risk?
  - How many producers were able to reduce input costs/increase sales/ensure profitability by growing business equity?
    - a) Include <u>indicators</u> of profitability and;
    - b) Evidence of <u>realized</u> economic gain

#### **Impact:**

Describe how your project led to improved economic resilience and viability for your producer participants.



### Impact Reporting – Communicating your Success in the Results Verification System (RVS)

- ➤ Summary of Evaluation Findings
  - 1. Project Overview PAST Tense
  - 2. Proposed Results ACTUAL Results and # of participants who achieved
  - > Reflect back on your Project and Data Collection
    - 1. Project Comments
      - a. Unexpected results
      - b. Project Improvements
      - c. Keys to Success
    - 2. Producer Success Story(s)
      - a. Testimonials
  - ➤ Evidence that indicates improved economic resilience and viability

# Award Management & Tools for Project Directors



## **Award Management**

- 1. <a href="http://westrme.wsu.edu/award-management/tools-for-project-directors/">http://westrme.wsu.edu/award-management/tools-for-project-directors/</a>
- 2. <a href="http://westrme.wsu.edu/award-management/reporting/education-projects/">http://westrme.wsu.edu/award-management/reporting/education-projects/</a>

\*\*Bookmark these pages!

## **Award Management** (Tools for Project Directors Tab)

- Results Verification Documenting Risk Management Outcomes through Performance Measures
- Evaluation Resources
- Funding Acknowledgement and Logo Requirements
- Invoicing
  - **□**University
  - ■Non-University
  - ☐Sample Invoice

## **Award Management**

- Acknowledgement of Support:
  - This material is based upon work supported by USDA/NIFA under Award Number 2018-70027-28587.
- Logos USDA/NIFA and Western ERME



United States Department of Agriculture National Institute of Food and Agriculture



## **Award Management**

- Acknowledgment of Support
  - Proper Naming Convention

Western Extension Risk Management Education Center

<u>Or</u>

**Western ERME Center** 

## Invoicing

#### Invoicing – General

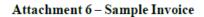
- Submit invoices monthly
- Email to SPS@WSU.EDU
- Copy Susan.kendall@wsu.edu & hschriver@wsu.edu
- Invoice Certification Statement
  - Include on your invoice
- Sample Subcontract Invoice:
  <a href="https://s3.wp.wsu.edu/uploads/sites/2162/2017/03/2016-9">https://s3.wp.wsu.edu/uploads/sites/2162/2017/03/2016-9</a>
  <a href="https://s3.wp.wsu.edu/uploads/sites/2162/2017/03/2016-9">https://s3.wp.wsu.edu/uploads/sites/2162/2017/03/2016-9</a>
  <a href="https://s3.wp.wsu.edu/uploads/sites/2162/2017/03/2016-9">https://s3.wp.wsu.edu/uploads/sites/2162/2017/03/2016-9</a>
  <a href="https://sample-Invoice.pdf">https://sample-Invoice.pdf</a>

# Invoicing – Exploratory Projects

#### Invoicing – General

- Submit One Final Invoice at the end of project
- Email to SPS@WSU.EDU
- Copy Susan.kendall@wsu.edu & hschriver@wsu.edu
- Invoice Certification Statement
  - Include on your invoice
- Sample Subcontract Invoice:
  <a href="https://s3.wp.wsu.edu/uploads/sites/2162/2017/03/2016-9">https://s3.wp.wsu.edu/uploads/sites/2162/2017/03/2016-9</a>
  <a href="https://s3.wp.wsu.edu/uploads/sites/2162/2017/03/2016-9">https://s3.wp.wsu.edu/uploads/sites/2162/2017/03/2016-9</a>
  <a href="https://s3.wp.wsu.edu/uploads/sites/2162/2017/03/2016-9">https://s3.wp.wsu.edu/uploads/sites/2162/2017/03/2016-9</a>
  <a href="https://sample-Invoice.pdf">https://sample-Invoice.pdf</a>





This references the subcontract from which these expenses are paid.

\*\* Very important! \*\*

Subcontract No. < 6\_

Email Invoices to SPS@WSU.EDU

#### Bill to:

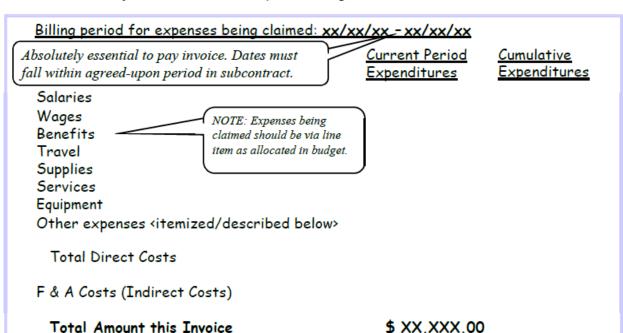
Sponsored Programs Services
Washington State University
PO Box 641025/240 French Admin Bldg
Pullman WA 99164-1025

Invoice No.

Not required but makes a good tracking tool

<Invoice Date>

Reference: Project Title & / or Principal Investigator



### Invoicing

- Invoicing Certification Statement:
  - Include on your statement

By signing this report, I certify to the best of my knowledge and belief that the report is true, complete, and accurate, and the expenditures, disbursements and cash receipts are for the purposes and objectives set forth in the terms and conditions of this award. I am aware that any false, fictitious, or fraudulent information, or the omission of any material fact, may subject me to criminal, civil or administrative penalties for fraud, false statements, false claims or otherwise.



## Invoicing

#### **Invoicing Procedures**

- Cost Reimbursable Subcontract
- Supporting documentation
  - Accounting of salaries and wages
  - Copies of receipts etc. from vendors
  - Travel detail

\*\*ERME 2020 Subaward Attachment 4 – Non University or University



## Reporting & Invoicing Policy

➤ Invoice payment → Current and satisfactory reporting

- ☐ Progress Notes Section of Online Report
  - No Program Delivery in a quarter? Write a short note in the Progress Notes Section of report.
  - Submitting invoices in the first 3 months of your project?
  - a) Check off the project steps that have been completed or;
  - b) Write a brief description of the program delivery that has occurred to date in the Progress Notes Section of the report.



## **Questions?**



## Reporting Dates and Timeline – (18 Month Period of Performance)

#### Online Reporting

- ➤ Online quarterly reports (2020/2021 Timeline)
  - July 1, 2020
  - October 1, 2020
  - January 2, 2021
  - April 1, 2021
  - July 1, 2021
  - Final Report is due October 15, 2021.
- > Proposed Results, Project Steps, Overview
  - ☐ Auto populated in the online report system

\*\*Additional progress reports may be submitted or report info entered at any time.

# Reporting Resources for the RVS System

- <a href="http://westrme.wsu.edu/award-management/reporting/education-projects/">http://westrme.wsu.edu/award-management/reporting/education-projects/</a>
- <a href="http://westrme.wsu.edu/award-management/reporting/exploratory-grants/">http://westrme.wsu.edu/award-management/reporting/exploratory-grants/</a>
- http://extensionrme.org/Resources.aspx#RVS

## **Reporting Tutorial**

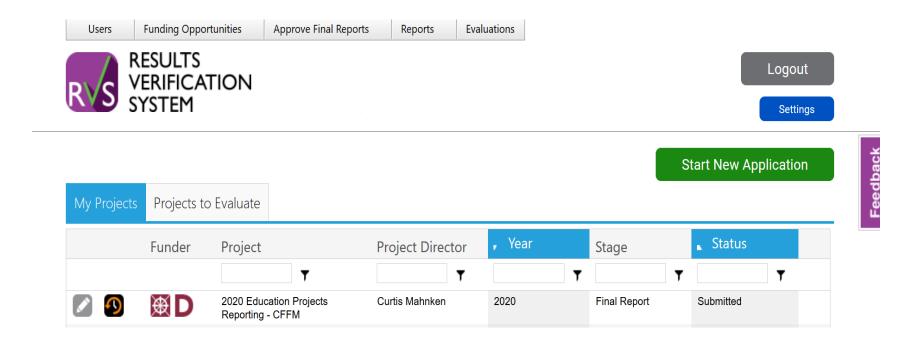
http://extensionrme.org/pubs/ReportingTutorial.PDF



**Reporting Tutorial** 



## **Entering Your Report**



## **Important Information**









# Project Information Project People Progress Notes Project Steps Promotional Materials Educational Materials Evaluations and Reports Results Outcome Analysis Number of Participants Project Overview Project Comments



#### IMPORTANT INFORMATION

Do not use the "forward" or "back" buttons of your browser. Your data will not be saved unless you use the system navigation.

You may enter your input sequentially, or click on any section on the left menu bar to input your information in the order you choose.

Instructions are available for each section of input by clicking on the "Instructions" button located in the upper right portion of the screen.

Until you submit, you can return and edit it as frequently as you wish.

Digital Extension Risk Management Education Center 1994 Buford Ave 130 Ruttan Hall St Paul, MN 55108 Phone: 612.625.1964 Email: cffm@umn.edu

Website: http://www.extensionrme.org









Stories / Examples / Quotes

Leveraged Resources

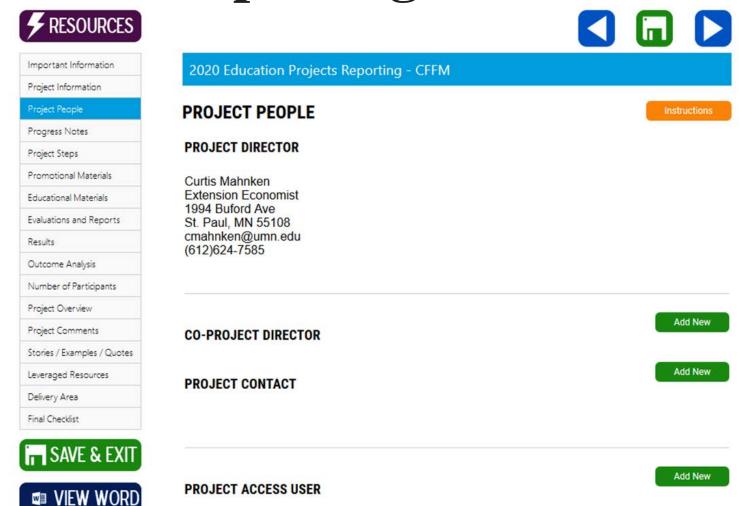
Delivery Area Final Checklist





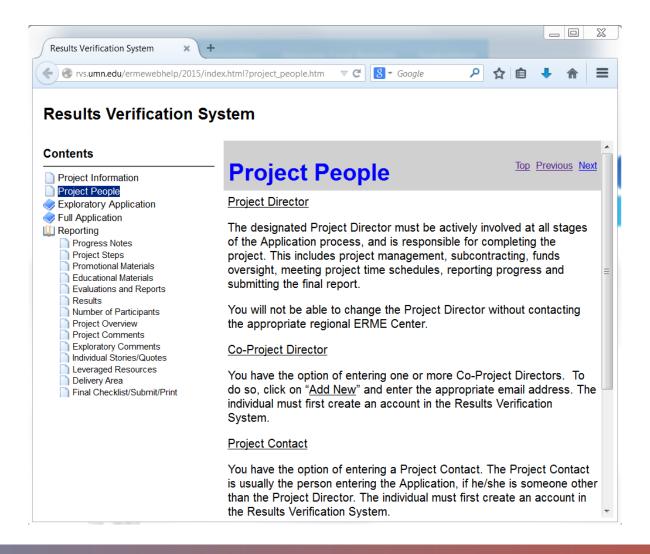


## **Reporting Portal**





## **Instructions Window**



## Submitting A Progress Report



Important Information Project Information Project People Progress Notes Project Steps Promotional Materials Educational Materials **Evaluations and Reports** Results Outcome Analysis Number of Participants Project Overview Project Comments Stories / Examples / Quotes Leveraged Resources Delivery Area Final Checklist



Submit your report for review... are you sure?

It is STRONGLY recommended that you preview how your final report will look to the public on the Extension RME website before submitting it (preview via the blue button below).

Please note that you are submitting your report for review by your ERME Center. This is not considered your final submission until approved.

Once your report is submitted, it will be locked and you will not be able to edit it. You can, however, resubmit your report if you have additional information to add or if ERME Center requests revisions.

Until your report is submitted, you can return and edit it as frequently as you wish.

Preview your final report before submitting:

Preview Public Report

- Submit Progress Report #1
- O Submit Final Report

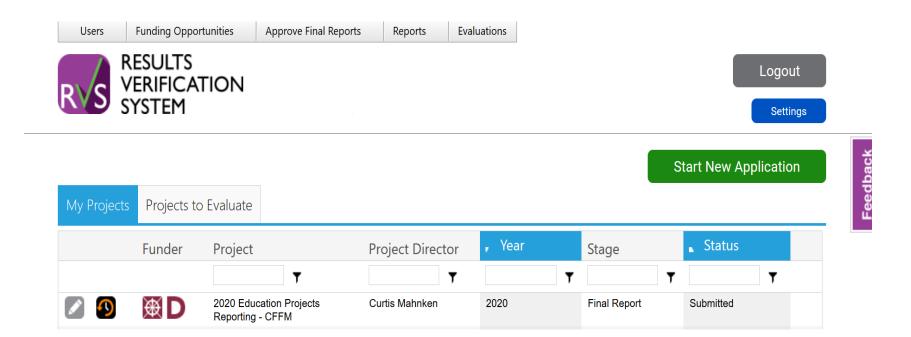
Submit







## **Reporting Status**



## **Final Report**



Important Information
Project Information

Project People
Progress Notes

Project Steps

Promotional Materials

Educational Materials

Evaluations and Reports

Results

Outcome Analysis

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#### 2020 Education Projects Reporting - CFFM

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Until your report is submitted, you can return and edit it as frequently as you wish.

Preview your final report before submitting:

Preview Public Report

- OSubmit Progress Report #1
- O Submit Final Report

Submit

## Thank you!

Questions?

Jo Ann Warner 509-477-2168

warnerj@wsu.edu

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sneibergs@wsu.edu

Heather Schriver 541-891-9190

hschriver@wsu.edu