Western Extension Risk Management Education Center

2020 Project Director Orientation
10:00AM – 11:30 AM Pacific Time – March 31, 2020

J. SHANNON NEIBERGS, PHD.

JO ANN WARNER

HEATHER SCHRIVER

WESTERN EXTENSION RISK MANAGEMENT EDUCATION

WASHINGTON STATE UNIVERSITY EXTENSION

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, Improving Understanding & Application of MT Food Policy Model. 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, nathan@cafarmlink.org, 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, dryfarminginstitute@gmail.com, 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 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 (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
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 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.**
End Goal for Producer Actions is Improved Profitability

- 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
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
Theory of Change Results in: Reliable Evidence to Support Long Term Impacts

Gathering Evidence – Measuring Change

Necessary Pre-Conditions

Program Delivery

Use of Baseline/Benchmarking Data: Compare/Contrast

Theory of Change Construct for Production Risk

- A Secure Supply of Safe, Nutritious, and Affordable Food
- Achieve Agricultural Economic Sustainability for U.S. Farmers and Ranchers
- Increasing Yields
- Ensure Profitability
- Reducing Input Costs
- 1) Control or Minimize Risk
- 2) Reduce Variability by:
  - Diversification
  - Flexibility (Cost compared to benefits)
- 3) Transfer Risk
  - Vertical Integration
  - Water Use Decisions
  - Manage Risks

Production Topic Areas – New Tools and Practices

- Improve Management Practices
  - Transition to more efficient or effective production systems (e.g., cover cropping and grazing practices)
- Diversify income sources by expanding into Agri-tourism
- Diversify products and markets

Outputs of Training Activities

Short Term Outcome Measures (Tactics)

Medium Term Outcome Measures (Strategies)

Long Term Outcome Measures

Societal Impact/Public Value

Benefits Accrued to Producers
Baseline/Benchmarking Data

1. Producers current cost of production
2. 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
<table>
<thead>
<tr>
<th>Objective - ACTION</th>
<th>Output Measures - PRODUCT</th>
<th>Outcome Measures - Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Adopt a data driven market strategy for interaction with specific meat processing outlets</td>
<td>1. Transitioned herd from commodity to differentiated markets</td>
<td>1. % Increase in profit from higher prices received in differentiated markets; i.e. BQA/Grassfed/USD A Certified Organic</td>
</tr>
<tr>
<td></td>
<td>2. Converted herd to certified management and marketing plan; i.e. BQA/Grassfed/Sustainably raised</td>
<td>2. % reduction in variable transportation costs</td>
</tr>
<tr>
<td></td>
<td>3. Improved coordination with processing facilities</td>
<td>3. % reduction in processing livestock</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4. % reduction in overall cost of livestock finishing</td>
</tr>
</tbody>
</table>

Outcome measures lead to multiple and related 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)
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 = None – Have no 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 understanding 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:

<table>
<thead>
<tr>
<th>None</th>
<th>Low</th>
<th>Moderate</th>
<th>Advanced</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

| Before Training | | | | |
| After Training  | | | | |
Retrospective Evaluation for Measuring “Understanding”

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

<table>
<thead>
<tr>
<th></th>
<th>None</th>
<th>Low</th>
<th>Moderate</th>
<th>Advanced</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before Training</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>After Training</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>
2019 ERME Reporting Demo

OUTCOME ANALYSIS

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.

<table>
<thead>
<tr>
<th>How do you rate your understanding of:</th>
<th>No Understanding</th>
<th>Complete Understanding</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
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<tr>
<td>Financial Risk</td>
<td>50</td>
<td>200</td>
<td>40</td>
</tr>
<tr>
<td>Prior to the project</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>After the project</td>
<td>2</td>
<td>25</td>
<td>34</td>
</tr>
</tbody>
</table>

| Human Risk                             | 50              | 45                      | 15    | 0   | 0  | 110    |
| Prior to the project                   |                 |                        |       |     |    |        |
| After the project                      | 10              | 20                      | 25    | 30  | 25 | 110    |
Retrospective Tutorials


Questions/Discussion?
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....”

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 indicators of profitability and;
  b) Evidence of realized 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. http://westrme.wsu.edu/award-management/tools-for-project-directors/

**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
Award Management

– Acknowledgment of Support
  • Proper Naming Convention

Western Extension Risk Management Education Center

Or

Western ERME Center
Invoicing

Invoicing – General

– Submit invoices monthly
– Email to SPS@WSU.EDU
– Copy Susan.kendall@wsu.edu & hschrivew@wsu.edu
– Invoice Certification Statement
  • Include on your invoice
– Sample Subcontract Invoice:
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
Attachment 6 – Sample Invoice

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

Reference: <Project Title &/or Principal Investigator>

<table>
<thead>
<tr>
<th>Billing period for expenses being claimed: xx/xx/xx - xx/xx/xx</th>
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<tbody>
<tr>
<td>Absolutely essential to pay invoice. Dates must fall within agreed-upon period in subcontract.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Salaries</th>
<th>Wages</th>
<th>Benefits</th>
<th>Travel</th>
<th>Supplies</th>
<th>Services</th>
<th>Equipment</th>
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</table>

<table>
<thead>
<tr>
<th>Other expenses &lt;itemized/described below&gt;</th>
</tr>
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<tbody>
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<td></td>
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</table>

<table>
<thead>
<tr>
<th>Total Direct Costs</th>
</tr>
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<tbody>
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<td></td>
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</table>

<table>
<thead>
<tr>
<th>F &amp; A Costs (Indirect Costs)</th>
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<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Total Amount this Invoice</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ XX,XXX.00</td>
</tr>
</tbody>
</table>
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 the 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

- [http://westrme.wsu.edu/award-management/reporting/education-projects/](http://westrme.wsu.edu/award-management/reporting/education-projects/)
- [http://extensionrme.org/Resources.aspx#RVS](http://extensionrme.org/Resources.aspx#RVS)
Reporting Tutorial

http://extensionrme.org/pubs/ReportingTutorial.PDF
Entering Your Report
Important Information

2020 Education Projects Reporting - CFFM

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
Reporting Portal

2020 Education Projects Reporting - CFFM

PROJECT PEOPLE

PROJECT DIRECTOR

Curtis Mahnken
Extension Economist
1994 Buford Ave
St. Paul, MN 55108
cmahnken@umn.edu
(612) 624-7585

CO-PROJECT DIRECTOR

PROJECT CONTACT

PROJECT ACCESS USER
Results Verification System

Project People

Project Director

The designated Project Director must be actively involved at all stages of the Application process, and is responsible for completing the project. This includes project management, subcontracting, funds oversight, meeting project time schedules, reporting progress and submitting the final report.

You will not be able to change the Project Director without contacting the appropriate regional ERME Center.

Co-Project Director

You have the option of entering one or more Co-Project Directors. To do so, click on "Add New" and enter the appropriate email address. The individual must first create an account in the Results Verification System.

Project Contact

You have the option of entering a Project Contact. The Project Contact is usually the person entering the Application, if he/she is someone other than the Project Director. The individual must first create an account in the Results Verification System.
Submitting A Progress Report

2020 Education Projects Reporting - CFFM

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
- Submit Final Report

Submit
Reporting Status

My Projects

- **Funder**: [Icon]
- **Project**: 2020 Education Projects Reporting - CFFM
- **Project Director**: Curtis Mahnken
- **Year**: 2020
- **Stage**: Final Report
- **Status**: Submitted
Final Report

2020 Education Projects Reporting - CFFM

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Preview your final report before submitting:  Preview Public Report

- Submit Progress Report #1
- Submit Final Report

Submit
Thank you!

Questions?

Jo Ann Warner 509-477-2168
warnerj@wsu.edu
Shannon Neibergs 509-335-6360
sneibergs@wsu.edu
Heather Schriver 541-891-9190
hschriver@wsu.edu