Extension Risk Management Education Competitive Grants Program

2021 Grant Application Webinar

1PM Pacific Time – October 1, 2020

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JO ANN WARNER
HEATHER SCHRIVER

WESTERN EXTENSION RISK MANAGEMENT EDUCATION

WASHINGTON STATE UNIVERSITY EXTENSION

USDA United States Department of Agriculture
National Institute of Food and Agriculture
Extension Risk Management Education Competitive Grants Program

2020 Request for Applications – Two Funding Opportunities

Grant Application Webinar

Shannon Neibergs, Director  Jo Ann Warner, Associate Director
Heather Schriver, Grant Coordinator
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

1. ERME RFA Overview
2. Underserved RFA 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 two competitive grant programs 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.”

➢ Section 11125 of the Agricultural Improvement Act of 2018
  ▶ Authority and Funding: “...to expand the program to serve a new audience, defined as producers that are underserved by the Federal crop insurance program.”
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 Risk Areas:

Introduction to Risk Management

Understanding Agricultural Risks:

- Production
- Marketing
- Financial
- Legal
- Human


By
Laurence Crane, Gene Gantz, Steve Isaacs, Doug Jose, Rod Sharp

Published by
Extension Risk Management Education and Risk Management Agency

With funding by
United States Department of Agriculture

2021 RFA
Funding Opportunities

1. ERME RFA - $50,000 Maximum Award Amount – Education Projects
1.a ERME RFA - $5,000 Maximum Award Amount Exploratory Projects

2. Underserved RFA - $100,000 Maximum Award Amount
ERME RFA

• Key Objectives:
  – To help producers understand the risks inherent in their operations
  – Proposed results should help producers take specific actions to mitigate these risks, including effective use of methods and tools for implementing best risk management practices
ERME RFA Regional Priorities

A. Resiliency Management
   - Flexible and timely decision making in the face of uncertainty to:
     1. Minimize adverse risks or;
     2. Take advantage of beneficial risk conditions

B. Mid to Long Term Strategic Management
   - Incorporates mid and long-term objectives
   - Evaluates changes needed to maintain economic viability
ERME 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
ERME 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
Underserved RFA

• Key Objectives:
  – To help producers underserved by crop insurance better manage risk in their operations.
  – Proposed results should lead to an enhanced understanding and use of crop insurance tools; or effective use of other risk management strategies when a crop insurance program is not available.
Underserved Audience

- Who are the producers underserved by crop insurance?
- Why is there a low level of crop insurance participation and availability?
- Why are producers not effectively using crop insurance products and tools?
- Why are these producers not normally reached through other risk management education efforts? (Could include targeted underserved producer groups as identified in the RFA)
Underserved RFA Evaluation Criteria

- Proposed Results – 40% Weight
- Regional Priorities – 10% Weight
- Results Verification – 10% Weight
- Underserved Audience – 20% Weight
- Team/Organizational Capacity and Collaborators – 15% Weight
- Innovative Approach and Wide Application – 5% Weight
Underserved RFA Evaluation Criteria

- Proposed Results – 40% Weight
- Regional Priorities – 10% Weight
- Results Verification – 10% Weight
- Underserved Audience – 20% Weight
- Team/Organizational Capacity and Collaborators – 15% Weight
- Innovative Approach and Wide Application – 5% Weight
Proposed Results

Educational Focus:

- Needs to align with enhanced understanding and use of crop insurance tools
- May include strategies other than crop insurance:
  - Recordkeeping
  - Financial literacy or marketing
  - Strategies to use when CI programs may not be available or applicable.

- Other crop insurance education topics listed on page 5 of the RFA
Underserved RFA Regional Priorities

A. Record Keeping to Support Risk Management and Use of Crop Insurance Programs

B. Dairy Risk Management
   - Herd Size
   - Marketing and Production Risk

C. Financial Risk
   - Increased opportunities through improved financial risk management strategies.
   - Eliminating financial barriers to CI programs.
Other Application Sections – SAME for both RFA’s

➢ Project Results Narrative (400-word limit)
  o Describes rationale for project
    1. Demonstrates how the proposed results and activities will make a difference for producers
    2. Describes what gaps it will fill in risk management
    3. **Addresses Contingency Planning**

➢ Project Overview (200-word limit)
  o Describes estimated number of participants/workshops/locations/risk topic areas
Other Application Sections – SAME for both RFA’s

- **Project Steps**
  - Plan of work and timeline for program delivery (how will these activities lead producers to the desired results)

- **Tools and Curriculum**
  - Describe educational tools and curriculum
  - Describe delivery methodology

- **Audience Emphasis**

- **Organizational Capacity**

**These sections – while not weighted, should inform and support the evaluation criteria.**
Result/Outcome Based Applications

Performance Measures and the Importance of Measurement in Funding
End Goal for Producer Actions (Results) is Improved Profitability

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

- Necessary Preconditions
- Knowledge: Short Term
- Actions: Medium
- Conditions: Long Term
Entering Proposed Results

2021 ERME Education Proposal

PROPOSED RESULTS

WHAT PRODUCERS WILL UNDERSTAND, ANALYZE, DEVELOP, DECIDE OR IMPLEMENT

<table>
<thead>
<tr>
<th>Proposed result</th>
<th>Topic</th>
<th>Producer action</th>
<th>When measured</th>
<th>Est. #</th>
<th>How will you verify?</th>
</tr>
</thead>
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</tbody>
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Results & How Will You Verify?

Results

Result (25 word limit)

Topic area

-- Pick Topic Area --

Topic

Producer action

○ Understand - learn, increase awareness, identify
○ Analyze - evaluate, investigate, assess, review, consider.
○ Develop - write, conduct, obtain, create
○ Decide - commit to, indicate, choose
○ Implement - adopt, establish, incorporate, initiate, use

When measured?

Estimated number

How will you verify? (10 words or less)

Words: 0

Save  Cancel
## Progression of Results

### Proposed Results

**What Producers Will Understand, Analyze, Develop, Decide or Implement**

<table>
<thead>
<tr>
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<th>How will you verify?</th>
</tr>
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<tr>
<td>Producers will understand the cost of production for a marketing plan</td>
<td>Direct marketing</td>
<td>Understand</td>
<td>Immediately following workshop</td>
<td>25</td>
<td>Retrospective Evaluation</td>
</tr>
<tr>
<td>Producers will analyze their cost of production</td>
<td>Analysis of market fundamentals</td>
<td>Analyze</td>
<td>Immediately following workshop</td>
<td>25</td>
<td>Retrospective Evaluation</td>
</tr>
<tr>
<td>Producers will develop a marketing plan that includes cost of production.</td>
<td>Marketing plans and strategies</td>
<td>Develop</td>
<td>3 months after workshop</td>
<td>20</td>
<td>In person follow up evaluation</td>
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<tr>
<td>Producers will decide to pursue direct marketing of their product.</td>
<td>Direct marketing</td>
<td>Decide</td>
<td>6 Months after workshop or training series</td>
<td>15</td>
<td>Written Follow-up Evaluation administered via email.</td>
</tr>
<tr>
<td>Producers will adopt a marketing plan incorporating their costs of production for direct marketing their product.</td>
<td>Direct marketing</td>
<td>Implement</td>
<td>12-18 Months after workshop series or training</td>
<td>10</td>
<td>Written follow-up evaluation administered via email and phone.</td>
</tr>
</tbody>
</table>
How Will You Verify?

A. Measure changes in participant knowledge, actions and conditions across the life of the project

B. Methods (How will you verify?) and Timeline (When Measured)
   - Pre/Post, Retrospective (Immediately after workshop)
   - Follow-up Surveys (within 3 – 18 months after workshops or training series)

C. Evaluation Questions
   - Answer the expectation of improved profitability for producers.
Verifying Results – Asking the Right Questions

Result:
“x” number of producers will implement a marketing plan that incorporates their cost of production.

Evaluation Questions:
1.a: Did you implement a marketing plan with cost of production as a result of this training? (Yes/No)
1.b: To what degree did implementing this plan improve your bottom line? Not at all, Somewhat, Very much, Extremely so (Likert-Type Scale)
1.c: What is the benefit you estimate will accrue to your operation as a result of implementing this plan? Less than $99, $100 – 499, $500 – 999, More than $1000. (answers the expectation of improved profitability)
Verifying Results – Asking the Right Questions

Result:
“x” number of producers will utilize crop insurance resources and tools.

Evaluation Questions:
1.a: Did you utilize crop insurance resources and tools (Yes/No)
1.b: To what degree did using crop insurance tools help you to improve your decision-making process on policy selections? Not at all, Somewhat, Very much, Extremely so (Likert-Type Scale)
1.c: What is the benefit you estimate will accrue to your operation as a result of using these tools? Less than $99, $100 – 499, $500 – 999, More than $1000. (answers the expectation of improved profitability)
Performance Measures and the Theory of Change – Putting it All Together

- Aligns producer outcomes with ERME’s 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.
Performance Measure 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
- Systems Evaluation Model
Performance Measure 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 producer results.)*
- Program Evaluation and Survey Design Techniques
- Retrospective and Post Evaluation (.doc)
- Short Term Evaluation (.doc)
- Long Term Evaluation (.doc)
- Evaluation Resource Materials Compilation
2021 RFA’s
Submission & Award Timelines

One Stage Proposal Process

- Proposal Submissions, DUE by Thursday November 19, 2020
- Award Decisions Announced by February 12, 2021
- Project Period – April 1, 2021 to September 30, 2022
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

- Indirect Cost Rate
  - Limit to 30% of the total Federal funds awarded.
    - 42.857% of Total Direct Costs
  - 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

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.
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)
Project Director Training

- WEBINAR Project Orientation
- Details included in award letter
- Time – May, 2021 (Day/Time TBD)
Western Center Home Page

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 tools and training to support producers in establishing long-term risk management strategies that will strengthen the

What’s New...
• 2021 ERME Request for Applications Announced - TWO Funding Opportunities
  ○ 2021 ERME RFA
  ○ 2021 ERME Producers Underserved by Crop Insurance RFA
• The 'Art of Range' Podcast – Conservation as an Education Medium for the Age of

2021 National Conference – Omaha – Save the date! March 24th and 25th 2021
2020 Virtual Conference Content – 30 Minute Concurrent Sessions, Posters and Professional Development Session

ExtensionRME.org
Applying For Funding - ERME

Apply for Funding - 2021 ERME RFA

The ERME 2021 Request for Application period is now open!

2021 RFA Timeline:
- November 19, 2021 – Application Deadline
- February 12, 2021 – Award Notification
- April 1, 2021 – 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 $5,000 for Exploratory Projects.

2021 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.
Apply for Funding - 2021 ERME Underserved RFA

FUNDING OPPORTUNITY NOW OPEN - Risk Management Education for Producers Underserved by Crop Insurance

2021 Underserved RFA Timeline:
- November 19, 2020 – Submission Deadline
- February 12, 2021 – Award Notification
- April 1, 2021 – 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 $100,000.

[2021 ERME Western Center Underserved 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
Start New Application

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<th>Project</th>
<th>Project Director</th>
<th>Year</th>
<th>Stage</th>
<th>Status</th>
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<td>2021 ERME Education Proposal</td>
<td>Curtis Mahnken</td>
<td>2021</td>
<td>Application</td>
<td>Due 9/15/2020 at 12:00 AM (Central)</td>
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NEW APPLICATION

ACTIVE FUNDING OPPORTUNITIES

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<tr>
<th>North Central ERME</th>
<th>Northeast ERME</th>
<th>Southern ERME</th>
<th>Western ERME</th>
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<td>All Available Funding</td>
<td>Application Resources</td>
<td>RFA</td>
<td>Start New Application</td>
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Project Access

START A NEW APPLICATION

INVITE PROJECT DIRECTOR

The Project Director must be a registered user in this system. You may complete and submit the information below to send the Project Director an invitation to register. Once registered, you may continue initiating this project.

Project Director Email: myPD@umn.edu

First Name

Last Name

Send Invitation to Project Director

Cancel
Brief Project Title & PD Email
2021 ERME Education Proposal

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: cmahniken@umn.edu
Website: http://www.extensionrme.org
Application Instructions

2021 ERME Education Proposal

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.

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
<th>Email</th>
<th>Phone</th>
<th>Role</th>
<th>Type</th>
<th>Amount</th>
</tr>
</thead>
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No records to display.

Add New Item

SAVE & EXIT

VIEW WORD

Logout
Project Team

- Applicant Organization Member (no letter of commitment is required)
- Non-Applicant Organization Member (no letter of commitment required)
- Consultant (Complete consultant package required)
- Sub-award (Complete sub-award package required)

**No letters of commitment are required unless the person is a consultant or part of a sub-award.**
Project Collaborators

- A letter of commitment is required from every collaborator.

- A collaborator cannot be saved until the required letters/documents have been uploaded.
Project Team & Collaborators

Project Team

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

**Complete Package**
- **View Letter**: PDF file upload required
- **Select a new letter to upload (PDF required)**: No file selected.
- **Budget Amount**: Budget Amount is required

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.
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 Tutorials

**ERME RFA:**
http://extensionrme.org/pubs/ApplicationTutorial.PDF

**Underserved RFA:**
Proposal Resources

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


Thank you!

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