Extension Risk Management Education Competitive Grants Program

**2022 Grant Application Webinar**

1PM Pacific Time – September 28, 2021
Extension Risk Management Education Competitive Grants Program

2022 Request for Applications – Three Funding Opportunities

Grant Application Webinar

Shannon Neibergs, Director
Heather Schriver, Grant Coordinator

Jo Ann Warner, Associate Director

Western Extension Risk Management Education

Washington State University Extension

USDA 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!
RFA Overview

- Results/Outcome Based Applications Using a Performance Measure/Theory of Change Approach
- Regional Priorities
- Evaluation Criteria
- 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 grant 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.”

➢ 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.
Extension 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.
2022 RFA – Two Program Areas
Three Funding Opportunities

1. **Education Grants**
   a. Education Projects - $50,000 Maximum Award Amount
   b. Exploratory Projects - $5,000 Maximum Award Amount

2. **Producers Underserved by Crop Insurance Grants** - $100,000 Maximum Award Amount
Education Projects

• 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
Regional Priorities – Education Projects

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 due to environmental and other risks
Regional Priorities – Education Projects

C. Collaboration

- To strengthen risk management capacity in communities being served
  1. Participation and expertise of multiple entities to build stronger relationships with target audience.
  2. Sharing of relevant curriculum and resources across regions
Evaluation Criteria – Education & Exploratory Projects

- 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 Projects

• 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.
Regional Priorities – Underserved Projects

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

B. Technical Assistance
   - Tool options and analysis
   - Knowledgeable intermediaries

C. Collaboration
   - To strengthen risk management capacity in communities being served
     1. Participation and expertise of multiple entities to build stronger relationships with target audience.
     2. Sharing of relevant curriculum and resources across regions
Evaluation Criteria – Underserved Projects

- 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 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)
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
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

Knowledge
- Short Term

Actions
- Medium

Conditions
- Long Term

Necessary Preconditions
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.
Entering Proposed Results

2021 ERME Education Proposal

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

Proposed result  Topic  Producer action  When measured  Est. #  How will you verify?
No records to display.

Add New Item

SAVE & EXIT
Results & How Will You Verify?

- **Result**: (25 word limit)
- **Topic area**: -- Pick Topic Area --
- **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)
## 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>
<tbody>
<tr>
<td>1. Producers will understand how WRPF and record keeping tools can help them better manage their operations.</td>
<td>Financial records and analysis</td>
<td>Understand</td>
<td>Immediately following workshop (can enter a specific date)</td>
<td>50</td>
<td>Retrospective Evaluation</td>
</tr>
<tr>
<td>2. Producers will analyze how WFRP and the record keeping tools provided will work for their operation.</td>
<td>Business and strategic planning</td>
<td>Analyze</td>
<td>Immediately following workshop (can enter a specific date)</td>
<td>50</td>
<td>Retrospective Evaluation</td>
</tr>
<tr>
<td>3. Producers will develop a record keeping system with the risk management tools provided.</td>
<td>Financial records and analysis</td>
<td>Develop</td>
<td>3 months after workshop</td>
<td>30</td>
<td>Follow-up Evaluation by phone.</td>
</tr>
<tr>
<td>4. Producers will decide on the best insurance options for their operations including WFRP.</td>
<td>Insurance products</td>
<td>Decide</td>
<td>6 months after workshop or training series</td>
<td>15</td>
<td>In person follow up evaluation</td>
</tr>
<tr>
<td>5. Producers will purchase WFRP or other RMA crop insurance products.</td>
<td>Insurance products</td>
<td>Implement</td>
<td>12-18 months after workshop series or training</td>
<td>10</td>
<td>Phone Interviews</td>
</tr>
<tr>
<td>6. Producers will implement a record keeping system that provides the best risk strategies for their operations from resources provided and presented through the workshops.</td>
<td>Financial records and analysis</td>
<td>Implement</td>
<td>12-18 months after workshop series or training</td>
<td>20</td>
<td>In person follow up evaluation</td>
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<tr>
<td>Objective – Actions – Understanding/Awareness</td>
<td>Medium Outcome Measures</td>
<td>Long Term Outcome Measures</td>
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<tr>
<td>1. Availability of WFRP and other insurance programs for different production types</td>
<td>1. Ability to decide (review and consider) which insurance options will best improve their operations 2. Ability to analyze and develop a record keeping system to optimize best risk strategies</td>
<td>1. Purchased WFRP or other RMA insurance. 2. % increase in profit from purchasing insurance and utilizing a record keeping system. 3. % reduction in liability through utilization of insurance.</td>
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</tbody>
</table>
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)
Other Application Sections
Other Application Sections –

- **Project Results Narrative (400-word limit)**
  - Describes rationale for project
    1. Identifies risk areas related to proposed results
    2. Demonstrates appropriate educational approach for target audience
    3. Estimates anticipated economic impact
    4. Addresses Contingency Planning

- **Project Overview (200-word limit)**
  - Describes estimated number of participants/workshops/locations/risk topic areas
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.
Other Application Sections – Cont.

- **Project Steps**
  - Plan of work with an accurate and realistic 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.**
Performance Measures and the Theory of Change – Putting it All Together

- Aligns producer outcomes with ERME’s economic program goals
- 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
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
2022 RFA Submission & Award Timelines

One Stage Proposal Process

- Proposal Submissions, DUE by Thursday November 18, 2021
- Award Decisions Announced by February 11, 2022
- Project Period – April 1, 2022 to September 30, 2023
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 2022 (Day/Time TBD)
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 economic viability of their farm and ranch enterprises.

What’s New...

- **2022 ERME Request for Applications Announced – THREE Funding Opportunities NOW OPEN**
- **Grant Application Webinar**
  - Tuesday September 28th at 1:00PM Pacific Time
- **2021 Funded Education Projects**
- **2021 Funded Underserved Projects**
- **ERME Infographic** – Check it out!

2021 Virtual National Conference – March 23-25 2021 Recorded Presentation Available Online

Last Year’s (2020) Virtual Conference Content
Applying For Funding - ERME

Apply For Funding - 2022 ERME RFA

The 2022 application period is now open!

2022 RFA Timeline:
- November 18, 2021 – Application Deadline
- February 11, 2022 – Award Notification
- April 1, 2022 – 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, $100,000 for Producers Underserved by Crop Insurance Projects and $5,000 for Exploratory Projects.

[2022 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

Keep me logged in

Log In

ExtensionRME.org
List of Current Projects

<table>
<thead>
<tr>
<th>Funder</th>
<th>Project</th>
<th>Project Director</th>
<th>Year</th>
<th>Stage</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2021 Education Projects</td>
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<td>2021</td>
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<td>2020 Exploratory Projects</td>
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</tbody>
</table>
## NEW APPLICATION

- Back to My Projects

## ACTIVE FUNDING OPPORTUNITIES

<table>
<thead>
<tr>
<th>All Available Funding</th>
<th>North Central ERME</th>
<th>Northeast ERME</th>
<th>Southern ERME</th>
<th>Western ERME</th>
</tr>
</thead>
</table>

### All Funding Agencies

| NC | 2021 Education Projects | Application Resources | RFA | Start New Application |
| PE | 2021 Education Projects | Application Resources | RFA | Start New Application |
| W  | 2021 Education Projects | Application Resources | RFA | Start New Application |
| S  | 2021 Education Projects | Application Resources | RFA | Start New Application |
| NS | 2021 Exploratory Projects | Application Resources | RFA | Start New Application |
| WS | 2021 Exploratory Projects | Application Resources | RFA | Start New Application |
| NC | 2021 Exploratory Projects (Up to $50,000 maximum) | Application Resources | RFA | Start New Application |
| PE | 2021 Exploratory Projects (Up to $50,000 maximum) | Application Resources | RFA | Start New Application |
| PE | 2021 Producers Underserved by Crop Insurance | Application Resources | RFA | Start New Application |
| S  | 2021 Producers Underserved by Crop Insurance | Application Resources | RFA | Start New Application |
| NC | 2021 Underserved Producer | Application Resources | RFA | Start New Application |
| W  | 2021 Underserved Projects | Application Resources | RFA | Start New Application |
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

START A NEW APPLICATION

Funder: Western Extension Risk Management Education Center

Funding Pool: 2021 Education Projects

Project Title

Project Director Email

Start Application  Cancel
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: cmahnken@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>
</table>

No records to display.

Add New Item
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 Team

Name
* Erin Jones

Organization
* OSU

Email Address
* (Email is required)

Phone Number
* (Phone is required)

Role
* Jones will oversee the program delivery, including curriculum review, workshops and reporting.

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

Save
Cancel
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 Collaborators

Name: James Curly
Organization: RMA
Email Address:**
Phone Number:**
Role: James will provide expertise on WERP insurance.

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

Complete Package

View Letter

Select a new letter to upload (PDF required):

Browse... No file selected.

Save | Cancel

PDF file upload required
RMA Agent Locator Website

- Insurance agent and provider information
- Data provided by approved insurance providers (AIP)
- RMA Agent Locator Support
- [https://www.rma.usda.gov/information/tools/agentlocator](https://www.rma.usda.gov/information/tools/agentlocator)
RMA Agent Search by State

- Enter a location city
- Specialty – crop and/or livestock
- Language
- Distance – all counties in a state or within a certain distance of named city.
- Agent Name – optional
- Licensed in All Counties

https://prodwebnlb.rma.usda.gov/apps/AgentLocator/#/
Application Tutorial

Extensionrme.org/pubs/ApplicationTutorial.PDF
Proposal Resources

- Proposal Resources: http://extensionrme.org/Resources.aspx#RVS
Thank you!

Questions?
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sneibergs@wsu.edu
Jo Ann Warner 509-477-2168
warnerj@wsu.edu
Heather Schriver 541-891-9190
henschriver@wsu.edu