Western Extension Risk Management Education Center

2023 Project Director Orientation
1:00PM – 2:30 PM Pacific Time – April 20, 2023
2023 Project Orientation

Delivering, Measuring & Reporting Farmer/Rancher Success

Shannon Neibergs, Director
Jo Ann Warner, Associate Director
Heather Schriver, Grants & Communications Coordinator
Introductions
Education & Exploratory Projects

1. Kirk Hansen – Northwest Natural Resource Group (Improving Forest Producer Resilience in the Face of Climate Change)
2. Natalie Gupton – AgSafe (Labor Relations under AB2183)
3. Rachael Callahan – University of California (Agritourism Intensive 2024)
4. Sonya DeLuca – Napa Valley Grapegrowers (Resiliency Management Education and Collaboration)
5. Katie Brimm & Natalia Pinzon Jimenez – Farmer Campus (Climate Action for Agriculturalists in the West – Phase II)
6. Jay Olsen – Snow College (Farm Business Mgt Micro Credentialing)
7. Natalia Pinzon Jimenez – Farmer Campus – EXP (Climate Based Decision Support Tools)
8. Marsha Goetting – Montana State University – EXP Alzheimer’s and other Forms of Dementia)
10. Paul Kuber – Washington State University (WA Meet-Up Mobile Ed)
Introductions
Underserved by Crop Insurance Projects

1. Dana Hoag – Colorado State University *(Peach and Orchard Disease Risk Management Tool)*

2. Ryan Feuz, Dillon Feuz and Ryan Larsen – Utah State University *(Interactive Risk Mgt Tools)*

3. Andrea Kawabata and Stuart Nakamoto – University of Hawaii *(Crop Insurance and Safe Pesticide Use)*

4. Sonya DeLuca – Napa Valley Grapegrowers *(Record Keeping and Crop Insurance)*

5. Michael Patrick – New Mexico State University *(Navajo Farmer and Rancher Risk Mgt Mitigation)*
### 2023 Funded Education Projects

<table>
<thead>
<tr>
<th>Organization</th>
<th>Project Title</th>
<th>Funds Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northwest Natural Resource Group</td>
<td>Improving Forest Producer Resilience in the Face of Climate Change</td>
<td>49,878</td>
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<tr>
<td>AgSafe</td>
<td>Labor Relations under AB2183</td>
<td>49,778</td>
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<tr>
<td>University of CA ANR</td>
<td>Agritourism Intensive 2024: Managing the Risks of Agritourism for CA Farm and Ranch Diversification</td>
<td>49,862</td>
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<tr>
<td>Napa Valley Grapegrowers</td>
<td>NVG’s Risk Mgt Education: Resiliency Management Education and Collaboration</td>
<td>49,999</td>
</tr>
<tr>
<td>Washington State University</td>
<td>Carbon Market Insights for Western Dairy Producers</td>
<td>49,982</td>
</tr>
<tr>
<td>Washington State University</td>
<td>Meat Processor and Producer Education in Motion - Utilizing the WA Meat-Up Mobile Classroom</td>
<td>49,968</td>
</tr>
<tr>
<td>Farmer Campus LLC</td>
<td>Climate Action for Agriculturalists: Building Resilience in the West - Phase II</td>
<td>50,000</td>
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<tr>
<td>Snow College</td>
<td>Farm Business Mgt Micro Credentialing and Certificate Through Hybrid Competency Based Modality for Central Utah Beginning and Progressing Farmers and Ranchers</td>
<td>48,063</td>
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</tbody>
</table>

### 2023 Exploratory Projects

<table>
<thead>
<tr>
<th>Organization</th>
<th>Project Title</th>
<th>Funds Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Farmer Campus LLC</td>
<td>Piloting and Demonstrating Climate-Based Decision Support Tools in California</td>
<td>5,000</td>
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<tr>
<td>Montana State University Extension</td>
<td>Alzheimer’s and other forms of Dementia</td>
<td>6,500</td>
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## 2023 Funded Underserved Projects

<table>
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<tr>
<th>Organization</th>
<th>Project Title</th>
<th>Funds Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colorado State University</td>
<td>Peach and Orchard Disease Risk Management Tool</td>
<td>99,973</td>
</tr>
<tr>
<td>Utah State University</td>
<td>Interactive Risk Management Tools to Aid Western Hay and Cattle Producers</td>
<td>90,073</td>
</tr>
<tr>
<td>University of Hawaii</td>
<td>Educating Hawaii’s Producers, Farmworkers and Pesticide Handlers About Crop Insurance and Safe Pesticide Use to Reduce Risks</td>
<td>99,999</td>
</tr>
<tr>
<td>Napa Valley Grapegrowers</td>
<td>Napa Valley Grapegrowers Underserved Risk Management Education: Record Keeping; Educational Assistance; Collaboration; and Crop Insurance</td>
<td>99,999</td>
</tr>
<tr>
<td>New Mexico State University</td>
<td>Navajo Farmer and Rancher Risk Management Mitigation Project</td>
<td>100,000</td>
</tr>
</tbody>
</table>
What We Are Going to Cover

• ERME Overview
• Measuring Outcomes Across Multiple Learning Environments
• Quarterly Reporting: Reporting Success During Your Project
• Invoicing Process
• RVS Online Reporting System
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/](http://westrme.wsu.edu/)
ERME Program

Grounded in USDA/NIFA Strategic Goals

Requires planning and accountability measures

Alignment of your Project Goals with ERME Aspirational Goals
GOAL ALIGNMENT

RURAL PROSPERITY AND SUSTAINED ECONOMIC GROWTH

ACHIEVE AGRICULTURAL ECONOMIC SUSTAINABILITY FOR U.S. FARMERS AND RANCHERS

IMPROVED HEALTH & WELLBEING

INCREASED PROFITABILITY

REDUCED INPUT COSTS

CONTROL OR MINIMIZE RISK

REduced LIABILITY

TRANSFER OF RISK

BENEFITS ACCRUED TO PRODUCERS

SOCIETAL IMPACT/PUBLIC VALUE

LONG TERM OUTCOME MEASURES

IMPLEMENT

DECIDE

DEVELOP

ANALYZE

UNDERSTAND

IMPROVED MANAGEMENT PRACTICES

CONTINGENCY PLANNING

FIRE RESILIENCE PLANS

COST BENEFIT ANALYSIS

RECORD KEEPING

STATE & FEDERAL PROGRAMS and INSURANCE

RISK TRAINING AREAS AND ACTIVITIES

Fire Response and Prevention Networks

Regional support systems for fire prevention and recovery

Adaptive Strategies for Fire and Climate Change

Ecological, social and financial risk

Environmental regulations for fire prevention and recovery

Insurance and post fire recovery programs.

USE OF BASELINE/BENCHMARKING DATA: COMPARE/CONTRAST.

EXTENSION RISK MANAGEMENT EDUCATION
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.
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 increase opportunities for equity growth over time.

Outstanding projects provide evidence of economic gains for producers.
Measuring Outcomes

When/What/How to Measure
What Will You Verify?

Measuring participant change across the life of the project

- **Short Term** – KASA: Knowledge, Awareness, Skills, Attitude
- **Medium Term** – Actions/Practices/Behavior Changes: what are they doing differently?
- **Long Term** – Conditions (Economic, environmental, community)
How will you Verify?

Direct Measures of Participant Learning

➢ Provide tangible proof that an outcome has been achieved:
  ❑ Pre/post Tests, Quizzes
  ❑ Homework Assignments (business plan draft, farm/ranch assessment for potential agritourism activities etc.)
  ❑ Presentations (presentation of business plans, farmer/rancher videos demonstrating practices/strategies being put in place)
  ❑ Interviews designed to demonstrate proficiencies
  ❑ Testimonials

Indirect Measures of Participant Learning

➢ Measure behavior changes/attitudes/values/perceptions:
  ❑ Retrospective Evaluation
  ❑ Satisfaction surveys
  ❑ Interviews
  ❑ Focus Group Discussions
  ❑ Testimonials
Evaluation Measures in RVS

- **Type of Measurement**
  - Direct
  - Indirect

- **Time of Measurement (Project Steps)**
  - Before participant learning session
  - During participant learning session
  - After participant learning session

- **Method of Measurement**
  - Pre/post Tests, Quizzes, Homework Assignments, Presentations (Direct Method)
  - Satisfaction Surveys, Self Assessment (Retrospective) Interviews, Focus Group Discussions (Indirect Method)
Why is this Important?

- Fills in knowledge gaps in risk management
- Achievement of outcomes that are significant to food and ag (improved profitability for producers → rural prosperity → community vitality...)
- Long Term Economic/Societal and Environmental Impacts (Public Value)
Indirect Measurement Methods (Likert Scale)

1 = None – Have **no** understanding of knowledge/content.

2 = Low – Have **very little** understanding of knowledge/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 – Have **complete** understanding/knowledge: can apply all of the content.
Retrospective Evaluation for Measuring “Understanding” or Short-Term Change

For each of the topics listed below, please check the box under the number that indicates your level of understanding/knowledge both before and after completing this training.

How do you rate your understanding about the following topics related to Financial Risk:

Q1. Business Plans
Q2. Enterprise Budgets
Q3. Livestock Decision Aids

<table>
<thead>
<tr>
<th></th>
<th>None</th>
<th>Low</th>
<th>Moderate</th>
<th>Advanced</th>
<th>High</th>
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</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>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
Retrospective Evaluation for Measuring Medium Term Change (Develop)

For each of the topics listed below, please check the box under the number that indicates your commitment to developing these tools both before and after completing this training.

To what degree did developing the following tools help you to improve your financial risk management:

Q1. Business Plans
Q2. Enterprise Budgets
Q3. Livestock Decision Aids

<table>
<thead>
<tr>
<th></th>
<th>Not at all</th>
<th>Somewhat</th>
<th>Very much</th>
<th>Extremely so</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Before Training</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>After Training</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Follow-up Survey with a Retrospective Design

Result:

“x” number of producers will develop enterprise budgets

Questions:

1.a: Did you develop an enterprise budget (Yes/No)

1.b: To what degree did developing this budget help you to improve your decision making in the area of financial risk? Not at all, Somewhat, Very much, Extremely so (Likert-Type Scale)

1.c: How much were you able to improve your profitability through utilization of an enterprise budget? 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 using your enterprise budgets? Less than $99, $100 – 499, $500 – 999, More than $1000. (answers the expectation of improved profitability)
Measuring Change in Online Learning Environments

- **Online Quizzes:** a quick way to measure knowledge gain across a wide audience (Direct Measurement)

- **Online Polls/Surveys:** Captures direct feedback on participants’ learning experience. (Indirect Measurement)

- **Brief Online Interviews:** A method for participants to demonstrate proficiency in the different risk areas. (Direct Measurement)

- **Open-Ended Essay Questions:** Qualitative Assessment method for evaluating medium to longer term learning goals (higher level learning) (Direct Measurement)

- **Dialogue or Video Testimonials:** Gives participants an opportunity to reflect on their knowledge and/or to demonstrate practices/strategies. (Combination of Direct and Indirect Measures)
Measuring Change in Online Learning Environments

- OPEN SOURCE ACCESS:
- REGISTRATION
- PARTICIPANT SUBSETS – STRUCTURED EVALUATION OR SURVEY
- FOCUS GROUPS
- VIDEO TESTIMONIALS
Ripple Effects Mapping
A Qualitative Approach

- Culturally appropriate tool for Special Emphasis Audiences
- Participatory Evaluation Technique
  - Appreciative Inquiry
- Can be used as part of a mixed methods evaluation strategy
- Can compliment and ground truth quantitative methods

Ripple Effects Mapping
Questions/Discussion?
Award Management & Tools for Project Directors
Award Management

- http://westrme.wsu.edu/award-management/tools-for-project-directors/
- http://westrme.wsu.edu/award-management/reporting/education-projects/

**Bookmark these pages!**
• Acknowledgement of Support:
  • This material is based upon work supported by USDA/NIFA under Award Number 2021-70027-34713.

• Logos – USDA/NIFA and Western ERME
• Acknowledgment of Support
  • Proper Naming Convention

• Western Extension Risk Management Education Center
  • Or
  • Western ERME Center
Quarterly Reporting Dates and Timeline – (18 Month Period of Performance)

• Online quarterly reports (2023/2024 Timeline)
  • July 1, 2023
  • October 1, 2023
  • January 1, 2024
  • April 1, 2024
  • July 1, 2024
  • Final Report is due October 15, 2024.
  • No Time Extensions
Online Reporting Links for the RVS System

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

- Proposed Outcomes & Project Steps
  - Auto populated in the online report system
- Additional progress reports may be submitted or report info entered at any time.
- Upload Evaluation Measures (see Slide 16)
Invoicing – General

• Submit invoices monthly or no less than quarterly
• Email to SPS@WSU.EDU
• Copy kdwhite@wsu.edu & hschrriver@wsu.edu
• Invoice Certification Statement
  Include on your invoice
• Sample Subcontract Invoice: https://s3.wp.wsu.edu/uploads/sites/2162/2021/05/2021-1.-Attach-6-Sample-Invoice-1.pdf
• **Invoicing – General**

  • Can submit One Final Invoice at the end of project or Quarterly.
  • Email to [SPS@WSU.EDU](mailto:SPS@WSU.EDU)
  • Copy [kdwhite@wsu.edu](mailto:kdwhite@wsu.edu) & [hschriver@wsu.edu](mailto:hschriver@wsu.edu)
  • Invoice Certification Statement
    - Include on your invoice
  • Sample Subcontract Invoice: [https://s3.wp.wsu.edu/uploads/sites/2162/2021/05/2021-1.-Attach-6-Sample-Invoice-1.pdf](https://s3.wp.wsu.edu/uploads/sites/2162/2021/05/2021-1.-Attach-6-Sample-Invoice-1.pdf)
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>

Subcontract No. <SPC

Invoice No. <>

<Invoice Date>

Billing period for expenses being claimed: xx/xx/xx – xx/xx/xx

Absolutely essential to pay invoice. Dates must fall within agreed-upon period in subcontract.

Salaries
Wages
Benefits
Travel
Supplies
Services
Equipment
Other expenses <itemized/described below>

Current Period Expenditures
Cumulative Expenditures

NOTE: Expenses being claimed should be via line item as allocated in budget.

Total Direct Costs

F & A Costs (Indirect Costs)

Total Amount this Invoice $ XX,XXX.00

Please contact 555-555-5555 if you have questions regarding this invoice.
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 2023 Subaward Attachment 4 – Non-University or University**
Attachment 4 – University/Non-University/Exploratory

University:  

Non-University:  

Exploratory:  
Final Report & Invoice

- Final Report is due 2 weeks past end date of project
- Final Report:
  - Project Summary – Highlight Outcomes and Impacts!
  - Upload of Materials
  - Evaluation results uploaded
  - Final Comments/Stories
  - Actual Outcomes entered

Final Invoice is due within 60 days of final budget period end date (9/30/24).

FINAL PAYMENT contingent upon meeting all Final Report obligations.
Questions/Discussion?
# Entering Your Report

## Results Verification System

<table>
<thead>
<tr>
<th>Year</th>
<th>Project</th>
<th>Project Director</th>
<th>Stage</th>
<th>Status</th>
<th>Funder</th>
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<tbody>
<tr>
<td>2023</td>
<td>2023 Demo ERME Education</td>
<td>Curtis Mahrken</td>
<td>Progress Report #1</td>
<td>Due 7/1/2023</td>
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</table>

[Start New Project Application]
## Important Information

### 2023 Demo ERME Education

<table>
<thead>
<tr>
<th>Report</th>
<th>Due on</th>
<th>Submitted on</th>
<th>View</th>
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<tbody>
<tr>
<td>Final Report</td>
<td>10/31/2024</td>
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<tr>
<td>Progress Report #1</td>
<td>7/1/2023</td>
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<td>Progress Report #2</td>
<td>10/1/2023</td>
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<td>Progress Report #3</td>
<td>1/1/2024</td>
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<td>Progress Report #5</td>
<td>7/1/2024</td>
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Reporting Tutorial

http://extensionrme.org/pubs/ReportingTutorial.PDF
Submitting A Progress Report

2023 Demo ERME Education

Submit Project

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 ERME 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 (Due 7/1/2023)
- Submit Final Report (Due 10/31/2024)

Save and Exit
Your Final Report – Communicating Success in the Results Verification System (RVS)

- Record Scope and Scale of Project Impact as it Relates to Producer Actions of Understand/Develop/Implement

- Record the Methods Used to measure Producer Outcomes (see slides 16 and 32)

- Upload Evaluation Communication Strategies (Final Report)
  - These are resources that you will use to communicate the results of your combined evaluation methods:
    - Summary or written report
    - Formal Presentation
    - Media Release

Evidence that indicates improved economic resilience and viability
Your Final Report – Communicating Success in the Results Verification System (RVS)

- Actual Outcomes entered
- Project Summary – Highlight Outcomes and Impacts!
- Upload Evaluation Resources
- Upload Materials (Curriculum and Promotional)
- Final Comments
- Producer Success Stories
- Testimonials

Evidence that indicates improved economic resilience and viability
National ERME Conference

2024 ERME National Conference April 9-11, 2024 in Salt Lake City, UT – Save the date!

2023 ERME National Conference – Chicago, IL
Presentations now online.
6. Please rate the following General Session Presentations:

<table>
<thead>
<tr>
<th>#</th>
<th>Field</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std Deviation</th>
<th>Variance</th>
<th>Count</th>
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<tbody>
<tr>
<td>1</td>
<td>a. Matt Roberts: “Surviving and Thriving When the Whole World is Going Crazy”</td>
<td>2.00</td>
<td>5.00</td>
<td>4.57</td>
<td>0.67</td>
<td>0.45</td>
<td>77</td>
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<tr>
<td>2</td>
<td>b. ERME Outstanding Project Award Recognition</td>
<td>1.00</td>
<td>5.00</td>
<td>4.12</td>
<td>0.89</td>
<td>0.80</td>
<td>69</td>
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<tr>
<td>3</td>
<td>c. Dr. Dewayne Goldman</td>
<td>0.00</td>
<td>5.00</td>
<td>4.26</td>
<td>0.96</td>
<td>0.92</td>
<td>74</td>
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<tr>
<td>4</td>
<td>d. Dawn Thilmany: “Diversifying Market Channels: Changing Priorities for Food Consumers and Policymakers”</td>
<td>2.00</td>
<td>5.00</td>
<td>4.25</td>
<td>0.82</td>
<td>0.68</td>
<td>73</td>
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</table>
9. Please rate your experience with regard to the following:

- a. Abstract proposal process
- b. Pre-conference communication from event organizers
- c. Level of participation during session
- d. Room environment during session
ERME Outstanding Project Awards –

- Made on an annual basis in each ERME region
- Opportunity to be recognized and present at ERME national conference.
- Eligible to apply approximately 15 months post final report (Fall of 2025)
- Project Directors will receive notification when the application period opens.
2024 Funding Opportunities

- RFA Announcement – mid-September 2023
  - $70,000 – Education Projects
  - $10,000 – Exploratory Projects
  - $100,000 – Producers Underserved by Crop Insurance Projects
  - Budget to attend ERME National Conference
Thank you!

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warnerj@wsu.edu
Shannon Neibergs 509-335-6360
sneibergs@wsu.edu
Heather Schriver 541-891-9190
hschriver@wsu.edu