

**Western Extension Risk Management Education Center**  
**2023 Project Director Orientation**  
**1:00PM – 2:30 PM Pacific Time – April 20, 2023**



**WESTERN  
EXTENSION  
RISK  
MANAGEMENT  
EDUCATION**

**WASHINGTON STATE UNIVERSITY**  
 **EXTENSION**



**National Institute of Food and Agriculture**  
U.S. DEPARTMENT OF AGRICULTURE



**EXTENSION RISK MANAGEMENT EDUCATION**



**WESTERN  
EXTENSION  
RISK  
MANAGEMENT  
EDUCATION**



## 2023 Project Orientation

# Delivering, Measuring & Reporting Farmer/Rancher Success

**Shannon Neibergs, Director**

**Jo Ann Warner, Associate Director**

**Heather Schriver, Grants & Communications Coordinator**



**EXTENSION RISK MANAGEMENT EDUCATION**

# 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*)
9. Georgine Yorgey – Washington State University (*Carbon Markets*)
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

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

### 2023 Exploratory Projects

Farmer Campus LLC	Piloting and Demonstrating Climate-Based Decision Support Tools in California	5,000
Montana State University Extension	Alzheimer's and other forms of Dementia	6,500



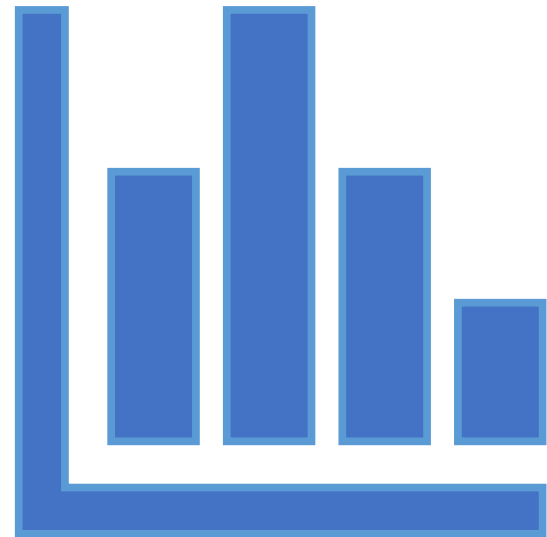
### 2023 Funded Underserved Projects

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



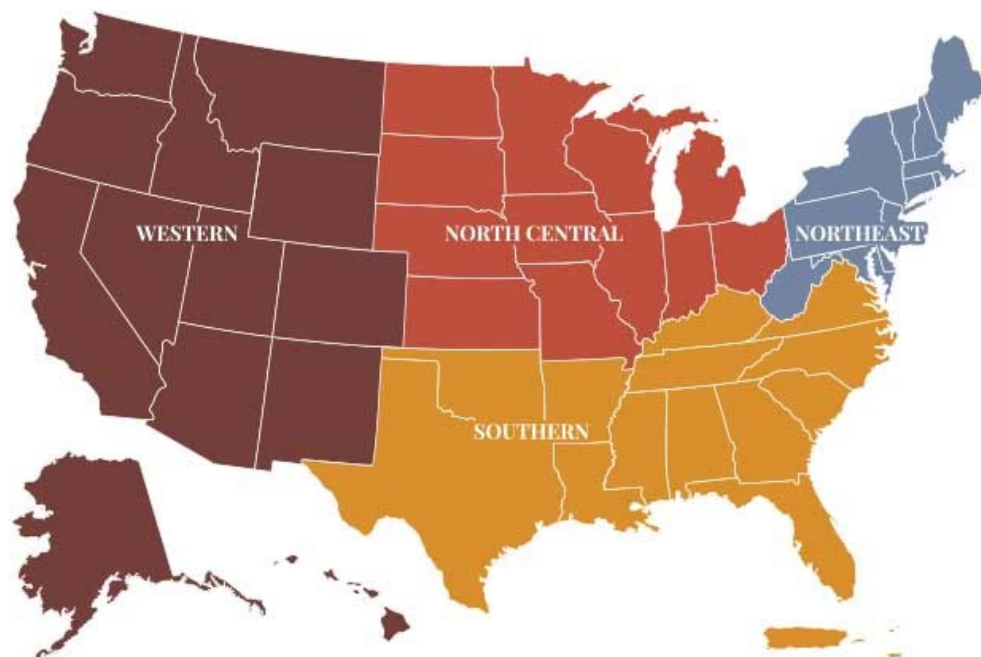
# What We Are Going to Cover

- 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/>





# ERME Program

Grounded in USDA/NIFA Strategic Goals

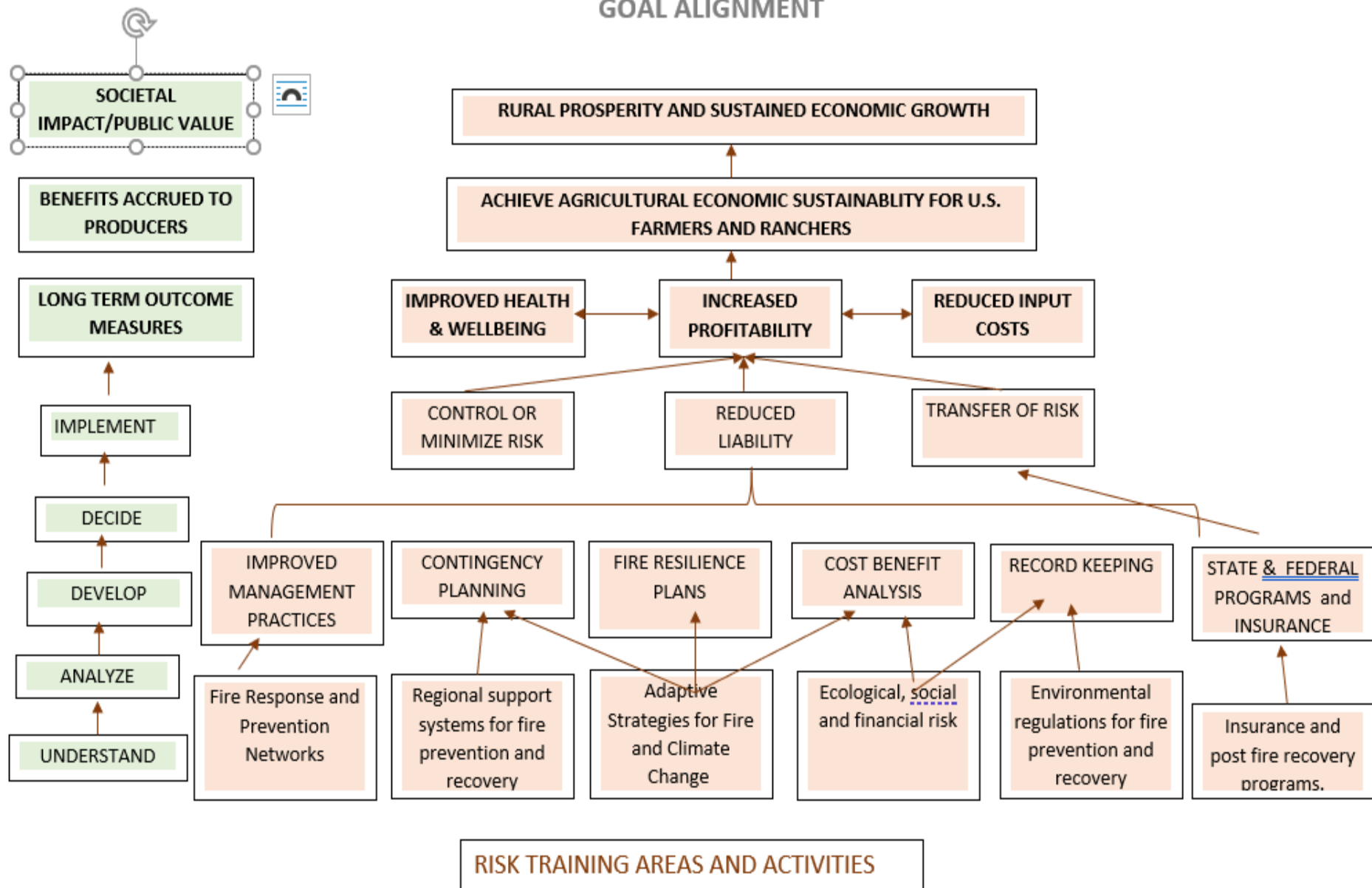
A light blue downward-pointing arrow indicating a flow from the first box to the second.

Requires planning and accountability measures

A light blue downward-pointing arrow indicating a flow from the second box to the third.

Alignment of your Project Goals with ERME Aspirational Goals

## GOAL ALIGNMENT



USE OF BASELINE/BENCHMARKING DATA: COMPARE/CONTRAST.



# 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.*

# Extension Risk Management Education

## **Economic Viability:**

```
graph LR; A["Economic Viability:"] --- B["Legislative Authority: To educate agricultural producers with training that improves their economic viability"]; A --- C["Economic viability: Refers to the farm's or ranch's ability to increase opportunities for equity growth over time."]; A --- D["Outstanding projects provide evidence of economic gains for producers."];
```

**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)

**UNDERSTAND – DEVELOP -  
IMPLEMENT**



# 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**

	None	Low	Moderate	Advanced	High
	1	2	3	4	5
Before Training					
After Training					



# 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

	Not at all	Somewhat	Very much	Extremely so
	1	2	3	4
Before Training				
After Training				



# 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!**



## Award Management

- 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



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National Institute of Food and Agriculture  
U.S. DEPARTMENT OF AGRICULTURE

## Award Management

- 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/>
- <https://westrme.wsu.edu/award-management/reporting/underserved-projects/>
- <http://westrme.wsu.edu/award-management/reporting/exploratory-grants/>
- <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

- Invoicing – General
  - Submit invoices monthly or no less than quarterly
  - Email to [SPS@WSU.EDU](mailto:SPS@WSU.EDU)
  - Copy [kdwhite@wsu.edu](mailto:kdwhite@wsu.edu) & [hschrivier@wsu.edu](mailto:hschrivier@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 – Exploratory Projects

- 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) & [hschrivier@wsu.edu](mailto:hschrivier@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>

## 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>

*This references the subcontract from which these expenses are paid.  
\*\* Very important! \*\**

Subcontract No. <SPC \_\_\_\_\_>

Invoice No. <\_\_\_\_\_>

*Not required but makes  
a good tracking tool*

<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.*

Current Period  
Expenditures

Cumulative  
Expenditures

Salaries

Wages

Benefits

Travel

Supplies

Services

Equipment

Other expenses <itemized/described below>

*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**

# Invoice Certification 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 2023 Subaward  
Attachment 4 – Non-University  
or University

# Attachment 4 – University/Non-University/Exploratory

University:

<https://s3.wp.wsu.edu/uploads/sites/2162/2023/04/2023-Attachment-4-University.pdf>

Non-University:

<https://s3.wp.wsu.edu/uploads/sites/2162/2023/04/2023-Attachment-4-Non-University.pdf>

Exploratory:

<https://s3.wp.wsu.edu/uploads/sites/2162/2023/04/2023-Attachment-4-EXP.pdf>



# 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

 Admin Tools





 Start New Project Application

 My Projects

 Evaluation Panels



	Year	Project	Project Director	Stage	Status	Funder
	2023	2023 Demo ERME Education	Curtis Mahnken	Progress Report #1	Due 7/1/2023	



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# Important Information



Results Verification System



Admin Tools



Resources



Print ▾

## ⚠ Important Information

Project Information

Project People

Progress Notes

Project Steps

Promotional Materials

Educational Materials

Evaluation Resources

Project Outcomes

Project Participation

Educational Contacts

## 2023 Demo ERME Education

### Important Information

Save

< Back

Next >

Report	Due on	Submitted on	View
Final Report	10/31/2024		
Progress Report #1	7/1/2023		
Progress Report #2	10/1/2023		
Progress Report #3	1/1/2024		
Progress Report #4	4/1/2024		
Progress Report #5	7/1/2024		



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## Reporting Tutorial

**Results Verification System**

RVS is designed to help organizations:

- ✂ Manage grant programs
- 🗂 Submit grant applications
- 🏆 Report accomplishments

[Learn more about RVS](#)

Email Address

Password

[Sign In](#)

[Forgot your password?](#)

[Create New Account](#)

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



**EXTENSION RISK MANAGEMENT EDUCATION**

# Submitting A Progress Report

## Important Information

Project Information

Project People

Progress Notes

Project Steps

Promotional Materials

Educational Materials

Evaluation Resources

Project Outcomes

Project Participation

Educational Contacts

Project Summary

Project Reflections

Stories / Examples / Quotes

Leveraged Resources

Final Checklist

Save and Exit

 Submit

## 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 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 (Due 7/1/2023)

☐ Submit Final Report (Due 10/31/2024)

Submit



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# 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.](#)



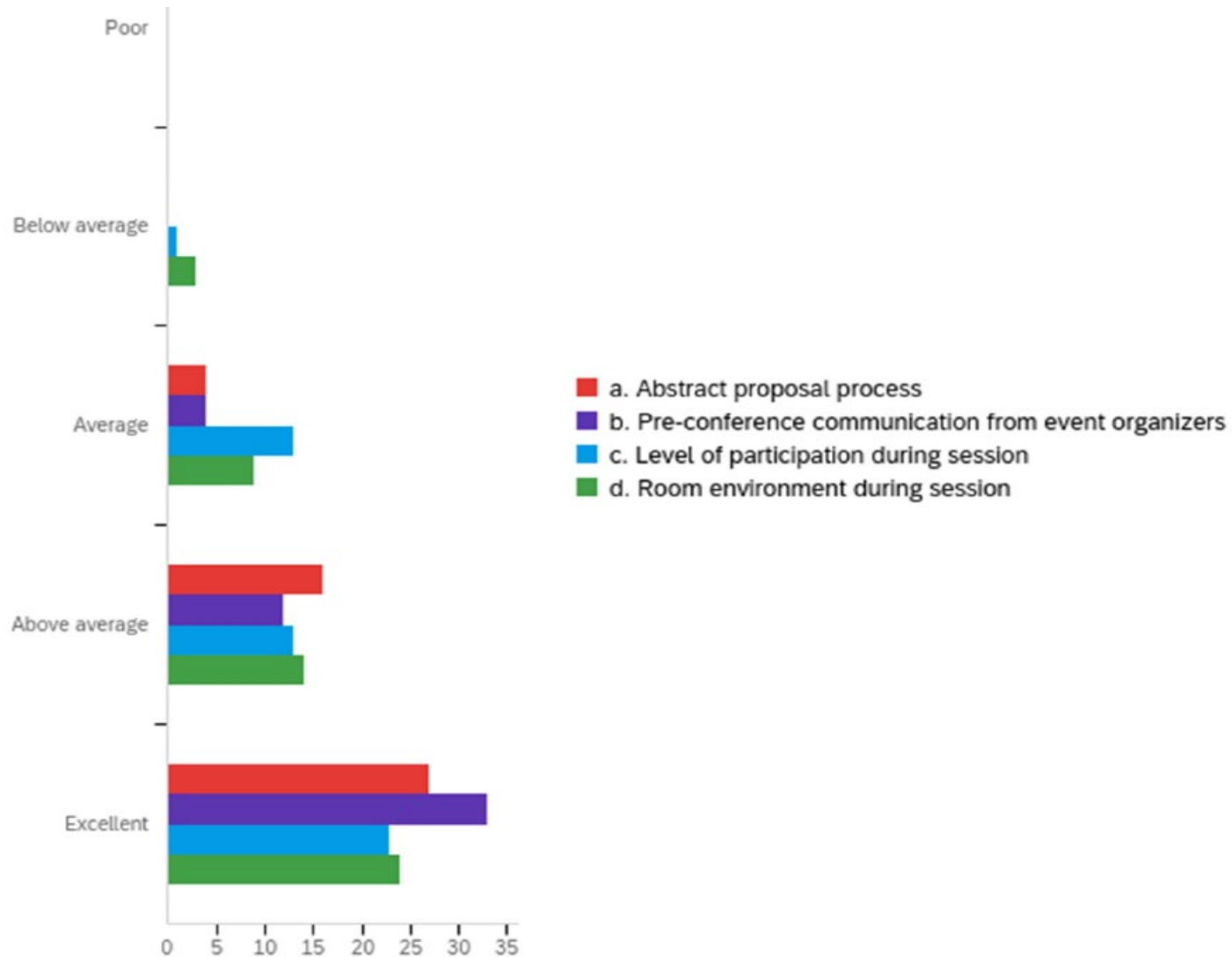
## 6. Please rate the following General Session Presentations:

#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	a. Matt Roberts: "Surviving and Thriving When the Whole World is Going Crazy"	2.00	5.00	4.57	0.67	0.45	77
2	b. ERME Outstanding Project Award Recognition	1.00	5.00	4.12	0.89	0.80	69
3	c. Dr. Dewayne Goldmon	0.00	5.00	4.26	0.96	0.92	74
4	d. Dawn Thilmany: "Diversifying Market Channels: Changing Priorities for Food Consumers and Policymakers"	2.00	5.00	4.25	0.82	0.68	73





## 9. Please rate your experience with regard to the following:



# 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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