



Extension Risk Management Education Competitive Grants Program

Webinar will begin at 10:00 a.m. Central Time

You do not need your camera or microphone. Participants can ask questions and add comments via the Chat box.

2021 RFA
Applicant Webinar
September 30, 2020

When you have logged into the Zoom meeting room, scroll to the bottom of the Zoom window and click on the Chat icon to see the Chat box.



EXTENSION RISK MANAGEMENT EDUCATION

1





United States Department of Agriculture National Institute of Food and Agriculture

Extension Risk Management Education Competitive Grants Program

2021 RFA
Applicant Webinar
September 30, 2020

鍛

EXTENSION RISK MANAGEMENT EDUCATION

Outline

- Risk Management Overview
- Request for Applications
- Evaluation Criteria
- Completing the Application

瘷

EXTENSION RISK MANAGEMENT EDUCATION

3





Risk Management Overview

EXTENSION RISK MANAGEMENT EDUCATION

Risk:

Possible adverse event that has the potential to interfere with:

- Business entity's financial stability,
- · Ability to achieve mission

₩

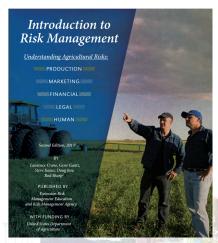
EXTENSION RISK MANAGEMENT EDUCATION

5

Risk Management Overview

Universe of Risk:

- Production
- Marketing
- Financial
- Legal
- Human



Available in English and Spanish on the following webpage: https://ncerme.org/about/history/about-the-north-central-extension-risk-management-education-center/

Risk Management:

- Tools and strategies reducing financial effects of risk.
- Ability to run a business in rapidly changing business environment.

鍛

EXTENSION RISK MANAGEMENT EDUCATION

7

Risk Management Overview

Extension Risk Management Education



Mandate and Mission

- Agricultural Risk Protection Act of 2000
 - Education for producers in the "full range of risk management activities"
- 2018 Farm Bill
 - Education for producers underserved by Federal crop insurance

₩

EXTENSION RISK MANAGEMENT EDUCATION

Program Goal:

Participants in education programs achieve specified risk management results

鍛

EXTENSION RISK MANAGEMENT EDUCATION

9

Risk Management Overview

What are Proposed Risk Management Results?

- Measurable and verifiable risk management actions that participants understand, analyze, develop, decide or implement
- Within six to 18 months

₩

EXTENSION RISK MANAGEMENT EDUCATION

Proposed Results and the Theory of Change

- How will your project lead farmers and ranchers to the desired risk management results?
- What are your assumptions and rationale?
 - · Why will your efforts/activities make a difference?
 - · What gaps does your project aim to fill?
 - Why is this significant?



EXTENSION RISK MANAGEMENT EDUCATION

11

Risk Management Overview

Proposed Results and the Theory of Change

- · Why does your project matter?
 - Improved risk management results for farmers and ranchers
 - Improved project performance
 - Increased impacts for broader risk management education efforts

毌

EXTENSION RISK MANAGEMENT EDUCATION

What are Long-Term Impacts?

- Projects help participants learn, achieve, or apply "best risk management practices"
- Methods and indicators that measure the use of these practices help document long-term impact

鍛

EXTENSION RISK MANAGEMENT EDUCATION

13

Risk Management Overview

• A grant awarded is an investment made by the North Central Extension Risk Management Education Center to help producers achieve the proposed risk management results.

緻

EXTENSION RISK MANAGEMENT EDUCATION

 Return on investment: changed behavior or actions taken by participants resulting in increased ability to manage risk.

鍛

EXTENSION RISK MANAGEMENT EDUCATION

15

Risk Management Overview

- The Extension Risk Management Education program is committed to:
 - Fostering risk management results with real impacts for producers
 - <u>Documenting</u> impacts through comprehensive, retrospective evaluation efforts
 - Demonstrating impacts through evaluation results, success stories, and outstanding projects

缀

EXTENSION RISK MANAGEMENT EDUCATION





鍛

EXTENSION RISK MANAGEMENT EDUCATION

17

Request for Applications

2021 RFAs

- Two RFAs
 - ERME RFA
 - ERME Underserved Producers RFA
- Released on September 15
- Deadline to submit applications is November 19, 2020 by 5:00 PM CST
- All applicants will be notified no later than February 12, 2021

瘘

EXTENSION RISK MANAGEMENT EDUCATION

ERME RFA

 Education for producers in the "full range of risk management activities"

ERME Underserved Producers RFA

- Education for producers underserved by federal crop insurance
 - Identification and justification of targeted producer audiences left to applicant
 - Priorities include crop insurance and related risks, issues, and practices



EXTENSION RISK MANAGEMENT EDUCATION

19

Request for Applications

ERME RFA Grant Categories

<u>Exploratory Projects</u> for planning, development, or piloting efforts

- Goal of establishing an educational program, delivery plan, and collaboration that leads to a proposal for competitive grant funding in the next RFA
- \$5,000 maximum
- Project timeline is March 1, 2021 October 31, 2021
- · Abbreviated application template
- Special instructions: http://ncerme.org/funding/apply-for-funding/

(See step 5)

*

EXTENSION RISK MANAGEMENT EDUCATION

ERME RFA Grant Categories

Education Projects: Projects can address any of the five risk areas

- Programs should provide decision tools, practices, and other risk management strategies that producers can adopt to manage risk and improve their economic viability
- Consider emphasis on the North Central Center regional priorities
- \$50,000 maximum
- Project timeline is April 1, 2021 September 30, 2022 (18 months)
- · Quarterly progress reports & final report
- · No extensions



EXTENSION RISK MANAGEMENT EDUCATION

21

Request for Applications

ERME RFA Priority Language

- Exploratory Projects
- Farm and Ranch Family Wellness
- Market and Business Opportunities
- Business Climate and Resiliency
- Environmental Stewardship and Legal Risks
- Educational Projects with Mixed/Multiple Delivery Methods

缀

EXTENSION RISK MANAGEMENT EDUCATION

ERME Underserved Producers RFA

Education Projects: Projects can address any relevant risk areas, recognizing that funding is specifically designated for the delivery of risk management education to agricultural producers underserved by crop insurance

- Programs should provide decision tools, practices, and other risk management strategies that producers can adopt to manage risk and improve their economic viability
- Consider emphasis on the North Central Center regional priorities
- · \$100,000 maximum
- Project timeline is April 1, 2021 September 30, 2022 (18 months)
- · Quarterly progress reports & final report
- · No extensions



EXTENSION RISK MANAGEMENT EDUCATION

23

Request for Applications

ERME Underserved Producers RFA Priority Language

- Financial Management and Resiliency
- Risk Management for Livestock Producers
- Small, Beginning, or Diversified Operations
- Noninsurable Risks
- Educational Projects with Mixed/Multiple Delivery Methods

缀

EXTENSION RISK MANAGEMENT EDUCATION





鍛

EXTENSION RISK MANAGEMENT EDUCATION

25

Evaluation Criteria

ERME RFA

- Proposed Results 40%
- Regional Priorities 10%
- Results Verification 10%
- Producer Demand 15%
- Team/Organizational Capacity & Collaborators 15%
- Review of Past Projects, Innovative Approach and Wide Application 10%

ERME Underserved Producers RFA

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

瘘

EXTENSION RISK MANAGEMENT EDUCATION

Proposed Results – 40%

- Single most important factor in funding decisions
- Clear statement of what you "anticipate producers will understand, analyze, develop, decide or implement"
- Realistic and attainable estimated producer numbers
- Relative level of rigor associated with producer actions
- · Specific, measurable and verifiable



EXTENSION RISK MANAGEMENT EDUCATION

27

Evaluation Criteria

Looking at Proposed Results

- What is the risk management improvement for producers?
- What is the producer action?
 - Understand, Analyze, Develop, Decide, Implement
 - "Understand" is the weakest action; "Implement" is the strongest action
 - Plan the results to get the strongest actions possible

₩

EXTENSION RISK MANAGEMENT EDUCATION

Looking at Proposed Results

- What is farm or ranch economic viability?
 - To improve profitability
 - To increase opportunities for equity growth over time



EXTENSION RISK MANAGEMENT EDUCATION

29

Evaluation Criteria

Regional Priorities - 10%

- The degree to which proposed results address regional priorities as identified in the RFA
- Caveats
 - If addressing regional priorities, ensure they are an integral part of the project
 - Projects that do not address regional priorities are still valued and will be considered



EXTENSION RISK MANAGEMENT EDUCATION

Results Verification—10%

How effective is the plan for evaluating and tracking producer progress toward achieving the proposed risk management results?

- How and when will results be measured?
- How will you verify risk management results were achieved?
- How will you establish & identify indicators for long-term results?



EXTENSION RISK MANAGEMENT EDUCATION

31

Evaluation Criteria

Why verify?

Think about the why measure question as you create the what to measure plan.

- Serve interests/relevance to producers
 - Measure changes in producer knowledge
- Serve interests of your program and the overall ERME program
 - Improve program planning and performance
 - Demonstrate impacts and public value

₩|

EXTENSION RISK MANAGEMENT EDUCATION

How will you verify?

What methods and questions will allow you to verify your results and impacts?

- Make sure proposed results are measurable or have measurable indicators
- Consider evaluation and verification steps when planning education efforts
- Frame questions to appropriately and effectively deliver evaluation measures
- Plan for additional standardized, retrospective evaluation question on "understanding"



EXTENSION RISK MANAGEMENT EDUCATION

33

Evaluation Criteria

ERME RFA Producer Demand - 15%

- Document the willingness of producers to participate
- Survey results; follow-up evaluations from prior workshops; benchmark information on participants' knowledge level and attitude
- A statement of risk management needs without any evidence of actual producer demand will not meet the requirements of this criterion.

ERME Underserved Producers RFA Underserved Audience - 20%

- Evaluation based on the ability to define:
 - Who the producers are that are underserved by crop insurance
 - Why there is a low level of crop insurance participation and availability
 - Why existing crop insurance products do not provide an effective risk management tool
 - Why these producer types are not normally reached through other risk management tools or education offerings; this may include targeted underserved producer groups as identified in the RFA.
- Demonstrate how this audience will achieve access and participation through the proposed risk management education.



EXTENSION RISK MANAGEMENT EDUCATION

Team/Organizational Capacity & Collaborators – 15%

- Equal value to team and collaborators.
- Skills, knowledge, and experience of team and organization to effectively deliver risk management education projects.
- Important to identify your project team the specific role each will have in the project

35

Evaluation Criteria

Team/Organizational Capacity & Collaborators – 15%

- Evaluate how well-engaged collaborators will increase the likelihood of farmer/rancher participation and strengthen the project
- Collaborators provide technical expertise/knowledge.
- Collaborators provide access to your target audience.
- Collaborators are not part of the day-to-day management of the project.

ERME RFA

Review of Past Projects, Innovative Approach & Wide Application – 10%

- The ability to build upon or collaborate with at least 2 previously funded ERME projects or alternatively, how it is a unique and innovative project.
- Innovative approaches to develop or deliver training, materials, or tools.
- Potential application of program, materials, and techniques to other areas, audiences, and situations.

ERME Underserved Producers RFA Innovative Approach & Wide Application – 5%

- The extent to which a project employs innovative approaches to develop or deliver training, materials, or tools.
- The extent to which program might have wide application; including adopting materials to specialized audiences, marketing and promotion techniques, eliciting high interest in crop insurance strategies with new methodologies, etc.



EXTENSION RISK MANAGEMENT EDUCATION

37



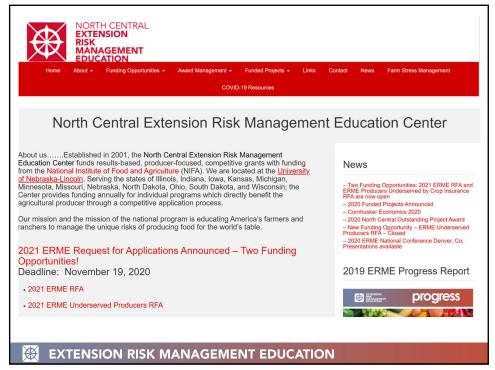


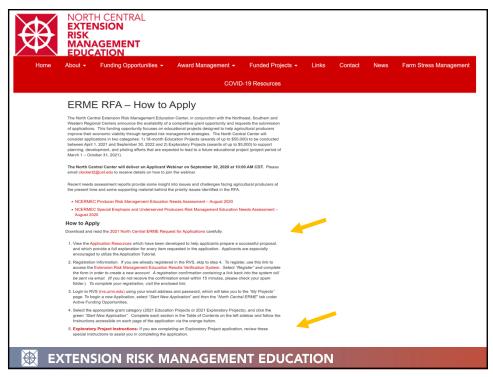
United States Department of Agriculture National Institute of Food and Agriculture

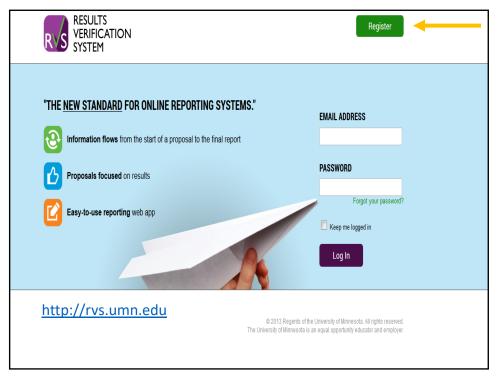
Completing the Application

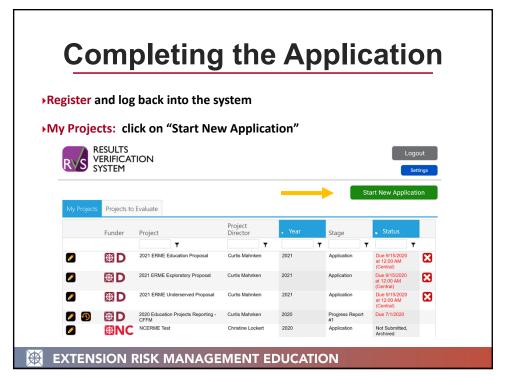


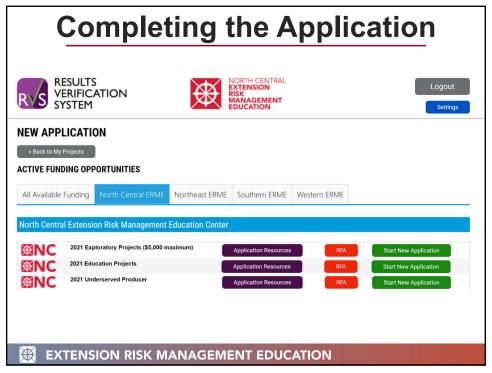
EXTENSION RISK MANAGEMENT EDUCATION



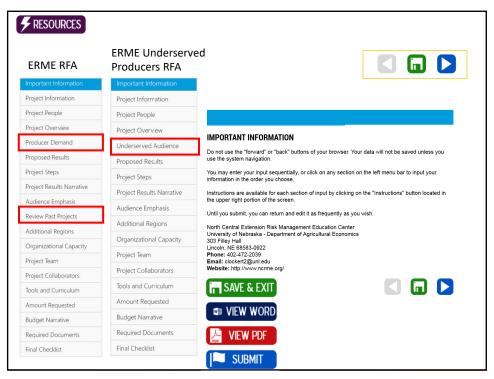


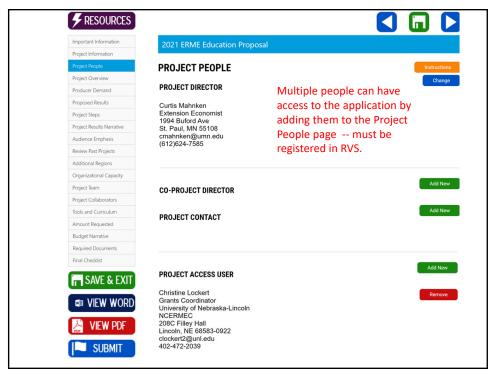


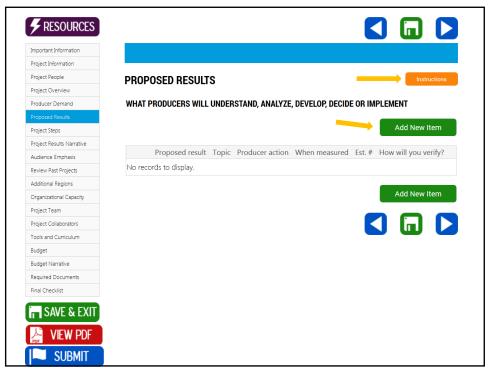


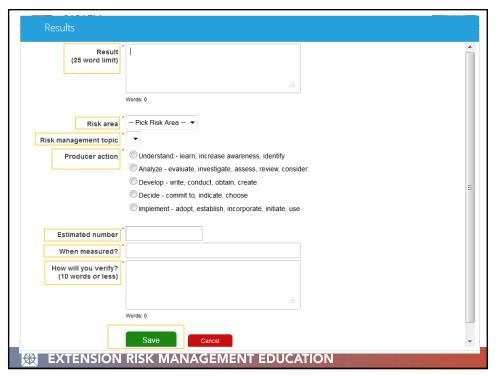


**RESOURCES	Review these valuable resources: • As well as the Instructions tab available on each application	
Application Tutorial 🖺		
Application Tutorial - Underserved Audience I	Funding Opportunity 🖺	
Reporting Tutorial 🖺		
ERME Budget Form 🖺		
ERME Budget & Budget Narrative Instructions	S E	
ERME Sample Budget Narrative 🖺		
ERME Cover Sheet (SF 424)		
ERME Cover Sheet Instructions		
RFA Definitions		
ERME Retrospective Evaluation Presentation	2	
	http://extensionrme.org/Resources.aspx#RVS	
₩ EXTENSION RISK MANAGEMENT EDUCATION		









Completing the Application

Proposed Results

Questions to ask yourself:

- Do the proposed results that I have listed have a direct relationship to the producer's ability to manage risk?
- · What is the producer action?
 - Is it identified correctly?
 - Understand, Analyze, Decide, Develop or Implement?
- Are they specific, measurable and verifiable?



EXTENSION RISK MANAGEMENT EDUCATION

49

Completing the Application

Project Team

The Project Director (co-PD) and all others who will actively participate in the development, delivery, and management of the project – whether from the applicant organization or not.

- Letters of commitment are not required unless the person is a consultant or part of a sub-award.
- Any required documents will need to be uploaded on this page at the time of entry. The contributor cannot be saved until the consultant/sub-award materials have been uploaded.



EXTENSION RISK MANAGEMENT EDUCATION

Completing the Application

Project Collaborators

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.

- A letter of commitment is required from every collaborator.
- The collaborator cannot be saved until the required letters/documents have been uploaded to this page.



EXTENSION RISK MANAGEMENT EDUCATION

51

Completing the Application

Letters of Commitment

- Letters are required from those listed as project collaborators, and any consultant/sub-award.
- Must identify their specific responsibilities and/or contributions.
- Form letters will not be considered.
- Signed and dated letters must be written on the letterhead of the collaborator's organization, addressed to Dr. Bradley Lubben.
- Upload as a PDF



EXTENSION RISK MANAGEMENT EDUCATION

Completing the Application

Sub-award

- Not to exceed 49% of the requested budget
- Separate Budget
- Separate Budget Narrative
- Letter of Commitment from the subcontractor organization that also includes a clear Scope of Work outlining their portion of the work to be completed



EXTENSION RISK MANAGEMENT EDUCATION

53

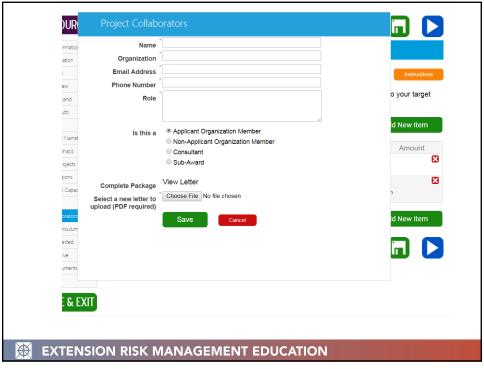
Completing the Application

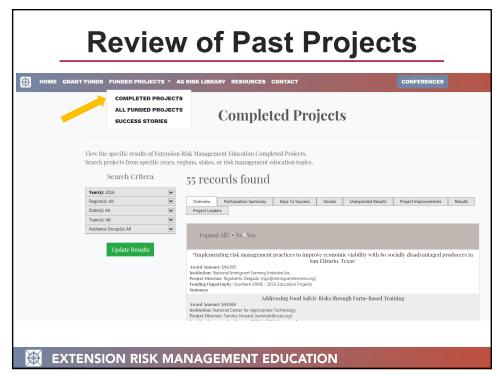
Consultants

- Letter of Commitment that also outlines their Scope of Work, rate of pay, hours to be paid, travel, etc.
- Abbreviated 2-page resume or curriculum vita for each consultant.
- Upload as a combined PDF file under Project Team or Project Collaborators section as appropriate.



EXTENSION RISK MANAGEMENT EDUCATION





Budget Narrative

- The budget narrative should provide an explanation of how the proposed expenditures support your project.
- Refer to the **budget instructions** for required information for each line item.
 - Resources or Appendix A of the RFA
 - Sample Budget Narrative
- Make sure amounts on the budget and budget narrative correspond.

鍛

EXTENSION RISK MANAGEMENT EDUCATION

57

	ERME Budget Form
	Totals (\$)
Section A, Senior/Key Person Section B, Other Personnel Total Number Other Personnel Total Salary, Wages and Fringe Benefits (A+B) Section C, Equipment Section D, Travel 1. Domestic 2. Foreign Section E, Participant/Trainee Support Costs Section F, Other Direct Costs 1. Materials and Supplies 2. Publication Costs 3. Consultant Services 4. ADP/Computer Services 5. Subawards/Consortium/Contractual Costs 6. Equipment or Facility Rental/User Fees 7. Alterations and Renovations 8. Other 1 9. Other 2 10. Other 3 Section G, Direct Costs (A thru F)	Not Allowable Souco Not Allowable Not Allowable Souco Souco
Section H, Indirect Costs Section I, Total Direct and Indirect Costs (G + H) Section J. Fee	27499 Not Allowable

FAQ about the Budget

Can we claim Indirect Costs (facilities and administrative costs)?

- Indirect Costs on awards under this program may not exceed the lesser of the institution's official negotiated indirect cost rate or the equivalent of 30% of the total Federal funds awarded.
 - The 30% of total Federal funds limitation is equivalent to 42.857% of the total direct costs of an award.
- If your organization does not have a federally negotiated indirect cost rate, a F&A rate of 10% Modified Total Direct Cost will be allowed.



EXTENSION RISK MANAGEMENT EDUCATION

59

FAQ about the Budget

Can we use grant funds for food/meals?

Generally, no. Only if it is a working meal conducted in a business atmosphere and maintains the continuity of the meeting and to do otherwise will impose arduous conditions on the meeting participants.

- 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.

X

EXTENSION RISK MANAGEMENT EDUCATION

FAQ about the Budget

Can we charge clerical wages?

Salaries of administrative and clerical staff should normally be treated as indirect costs.

- These costs may be appropriate in certain cases, please see the Budget and Budget Narrative Instructions (Salaries) for the conditions that must be met.
- General administrative duties such as answering telephones, filing, typing, or accounting duties are not considered acceptable.



EXTENSION RISK MANAGEMENT EDUCATION

61

Required Documents

- Signed ERME Cover Sheet (SF424)
- Completed budget form
- Upload as PDF files
- Other Required Docs
 - **❖**Letters of Commitment
 - Upload on Project Collaborators page
 - Consultant/Sub-award documents
 - ❖ If applicable, upload on Project Team or Project Collaborators page as appropriate



EXTENSION RISK MANAGEMENT EDUCATION

Application Project Information Project People ✓ Project Overview ✓ Producer Demand ✓ Proposed Results ✓ Project Steps ✓ Project Results Narrative ✓ Audience Emphasis ✓ Review Past Projects **Additional Regions** ✓ Organizational Capacity ✓ Project Team ✓ Project Collaborators ✓ Tools & Curriculum Amount Requested - Budget **Budget Narrative Required Documents** ✓ Final Checklist – identifies any missing portions of applications When completely done with your application click SUBMIT official submission. You will receive an email confirmation. **EXTENSION RISK MANAGEMENT EDUCATION** 63

Project Director Training

Successful applicants will be required to attend a Project Director Training Workshop.

 All new Project Directors (PDs) to the ERME program are required to attend a Project Director Training Workshop. We encourage all PD's to attend when possible.

> Virtual PD Training Workshop April 1, 2021 9:00 AM – 12:00 PM Central

鍛

EXTENSION RISK MANAGEMENT EDUCATION

THANK YOU FOR JOINING US!

North Central ERME Center 303 Filley Hall University of Nebraska-Lincoln Lincoln, NE 68583-0922

Program questions:

Brad Lubben, *Director*, <u>blubben2@unl.edu</u>

Christine Lockert, Grants and Administrative Specialist, clockert2@unl.edu

Application questions:

Christine Lockert, clockert2@unl.edu or 402-472-2039

翠

EXTENSION RISK MANAGEMENT EDUCATION