Extension Risk Management Education
Competitive Grants Program

2021 RFA
Applicant Webinar
September 30, 2020

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.

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.
Outline

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

Risk:
Possible adverse event that has the potential to interfere with:

- Business entity’s financial stability,
- Ability to achieve mission

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 Overview

Risk Management:
• Tools and strategies reducing financial effects of risk.
• Ability to run a business in rapidly changing business environment.

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
Risk Management Overview

Program Goal:
Participants in education programs achieve specified risk management results

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
Risk Management Overview

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?

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
Risk Management Overview

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

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.
Risk Management Overview

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

Risk Management Overview

• The Extension Risk Management Education program is committed to:
  • **Fostering** risk management results with real impacts for producers
  • **Documenting** impacts through comprehensive, retrospective evaluation efforts
  • **Demonstrating** impacts through evaluation results, success stories, and outstanding projects
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
Request for Applications

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

Request for Applications

ERME RFA Grant Categories

Exploratory Projects 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)
Request for Applications

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
Request for Applications

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

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
## 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%
Evaluation Criteria

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

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
Evaluation Criteria

Looking at Proposed Results

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

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
### Evaluation Criteria

**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?

---

**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
Evaluation Criteria

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”

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.
Evaluation Criteria

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.

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.
**Evaluation Criteria**

**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.

**Completing the Application**
North Central Extension Risk Management Education Center

About us: Established in 2001, the North Central Extension Risk Management Education Center funds results-based, producer-focused, competitive grants with funding from the National Institute of Food and Agriculture (NIFA). We are located at the University of Nebraska-Lincoln. Serving the states of Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin; the Center provides funding annually for individual programs which directly benefit the agricultural producer through a competitive application process.

Our mission and the mission of the national program is educating America’s farmers and ranchers to manage the unique risks of producing food for the world’s table.

2021 ERME Request for Applications Announced – Two Funding Opportunities!
Deadline: November 19, 2020

- 2021 ERME RFA
- 2021 ERME Underserved Producers RFA

EXTENSION RISK MANAGEMENT EDUCATION
Completing the Application

› **Register** and log back into the system

› **My Projects:** click on “Start New Application”
Completing the Application

Review these valuable resources:

- As well as the Instructions tab available on each application

http://extensionrme.org/Resources.aspx#RVS
ERME RFA

ERME Underserved Producers RFA

Important Information
- 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 and Curriculum
- Amount Requested
- Budget Narrative
- Required Documents
- Final Checklist

Underserved Audience
- Proposed Results
- Project Steps
- Project Results Narrative
- Audience Emphasis
- Additional Regions
- Organizational Capacity
- Project Team
- Project Collaborators
- Tools and Curriculum
- Amount Requested
- Budget Narrative
- Required Documents
- Final Checklist

2021 ERME Education Proposal

PROJECT PEOPLE

Multiple people can have access to the application by adding them to the Project People page -- must be registered in RVS.

PROJECT DIRECTOR
Curtis Mahlken
University of Minnesota
1904 Buford Ave.
St. Paul, MN 55108
cmahlken@umn.edu
(612)624-7565

CO-PROJECT DIRECTOR

PROJECT CONTACT

PROJECT ACCESS USER
Christine Lockert
Grants Coordinator
University of Nebraska-Lincoln
NCERMED
202C Fisher Hall
Lincoln, NE 68583-0922
clockert2@unl.edu
402-472-2039

Important Information
- Project Information
- Project People
- Project Overview

Save & Exit
- View Word
- View PDF
- Submit
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?

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.
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.

**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
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

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.
Review of Past Projects
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.

Download and save the form to your computer, then work from the new file

Enter numerals only
(no comma, no decimal)
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.

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.
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.

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
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 for official submission. You will receive an email confirmation.

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
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, blubben2@unl.edu
Christine Lockert, Grants and Administrative Specialist, clockert2@unl.edu

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

EXTENSION RISK MANAGEMENT EDUCATION