Extension Risk Management Education Competitive Grants Program

2021 Grant Application Webinar

1PM Pacific Time - October 1, 2020













United States Department of Agriculture National Institute of Food and Agriculture

2020 Request for Applications – Two Funding Opportunities

Grant Application Webinar

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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!

Webinar Overview

- 1. ERME RFA Overview
- 2. Underserved RFA Overview

- ➤ Results/Outcome Based Applications Using a Performance Measure/Theory of Change Approach
- > Regional Priorities
- > Evaluation Criteria and Revisions
- > Application and Submission Information

Western Extension Risk Management Education Center (Western Center)

- One of <u>four</u> regional Extension risk management education centers in the U. S.
- Administer two competitive grant programs 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."



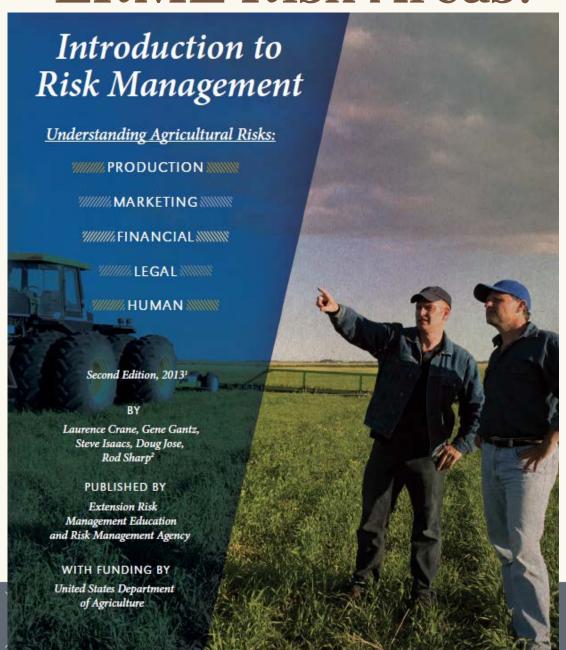
Our Goal

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.

ERME Risk Areas:



Intro-Risk-Mgmt.pdf

http://extensionrme.org/ pubs/Intro-Risk-Mgmt.pdf

2021 RFA Funding Opportunities

- ERME RFA \$50,000 Maximum Award
 Amount Education Projects
- 1.a ERME RFA \$5,000 Maximum Award Amount Exploratory Projects
- 2. Underserved RFA \$100,000 Maximum Award Amount

ERME RFA

- 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

ERME RFA Regional Priorities

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



ERME RFA Evaluation Criteria

- □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



ERME RFA Evaluation Criteria

- □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 RFA

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.

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)

Underserved RFA Evaluation Criteria

- □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 RFA Evaluation Criteria

- □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



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



Underserved RFA Regional Priorities

- A. Record Keeping to Support Risk Management and Use of Crop Insurance Programs
- B. Dairy Risk Management
 - Herd Size
 - Marketing and Production Risk

C. Financial Risk

- Increased opportunities through improved financial risk management strategies.
- Eliminating financial barriers to CI programs.



Other Application Sections – SAME for both RFA's

- ➤ Project Results Narrative (400-word limit)
 - Describes rationale for project
 - 1. Demonstrates how the proposed results and activities will make a difference for producers
 - 2. Describes what gaps it will fill in risk management
 - 3. Addresses Contingency Planning
- ➤ Project Overview (200-word limit)
 - Describes estimated number of participants/workshops/locations/risk topic areas



Other Application Sections — SAME for both RFA's

- Project Steps
 - Plan of work and 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.



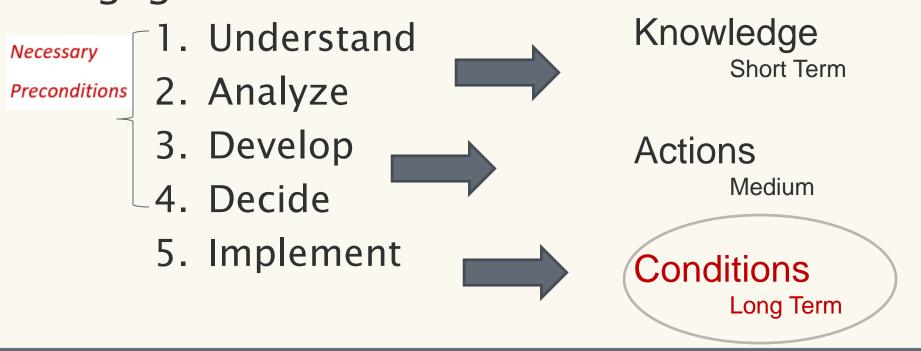
Result/Outcome Based Applications

Performance Measures and the Importance of Measurement in Funding



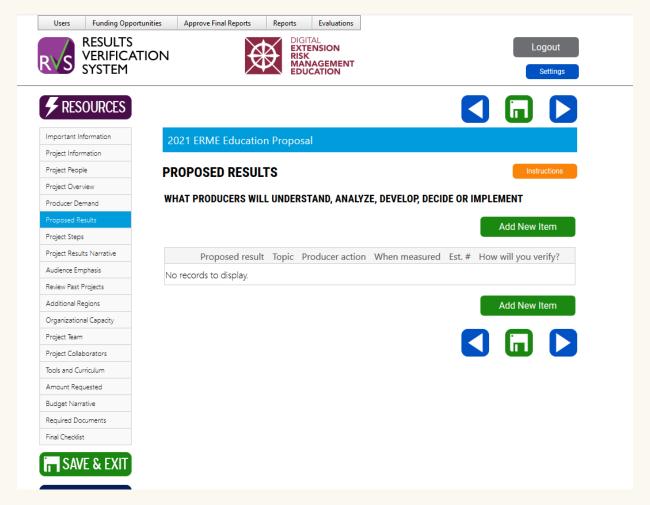
End Goal for Producer Actions (Results) is Improved Profitability

Five levels of producer actions in order of increasing producer engagement:

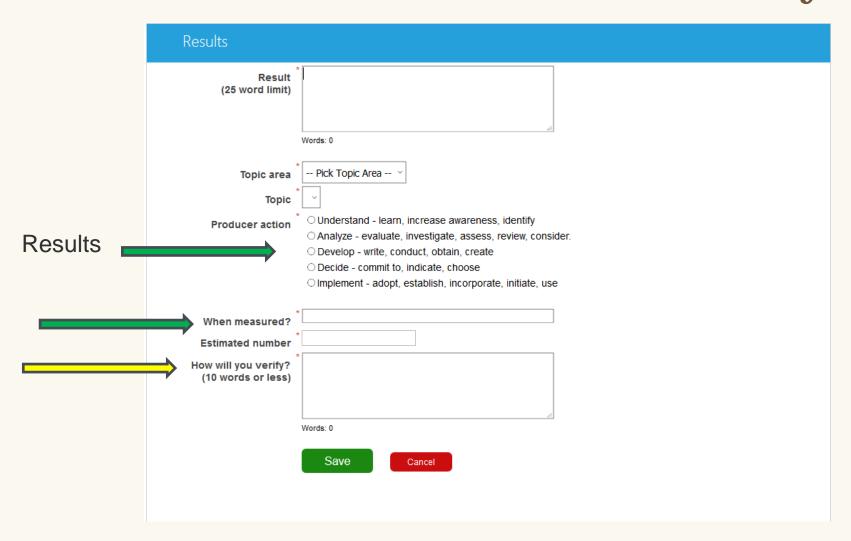




Entering Proposed Results



Results & How Will You Verify?



Progression of Results

PROPOSED RESULTS WHAT PRODUCERS WILL UNDERSTAND, ANALYZE, DEVELOP, DECIDE OR IMPLEMENT									
			Proposed result	Topic	Producer action	When measured	Est. #	How will you verify?	
ii	1		Producers will understand the cost of production for a marketing plan	Direct marketing	Understand	Immediately following workshop	25	Retrospective Evaluation	×
iii	2		Producers will analyze their cost of production	Analysis of market fundamentals	Analyze	Immediately following workshop	25	Retrospective Evaluation	×
iii	3		Producers will develop a marketing plan that includes cost of production.	Marketing plans and strategies	Develop	3 months after workshop	20	In person follow up evaluation.	×
iii	4		Producers will decide to pursue direct marketing of their product.	Direct marketing	Decide	6 Months after workshop or training series	15	Written Follow-up Evaluation administered via email.	×
iii	5		Producers will adopt a marketing plan incorporating their costs of production for direct marketing their product.	Direct marketing	Implement	12-18 Months after workshop series or training	10	Written follow up evaluation administered via email and phone.	×

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.

Verifying Results – Asking the Right Questions

Result:

"x" number of producers will implement a marketing plan that incorporates their cost of production.

Evaluation Questions:

- 1.a: Did you implement a marketing plan with cost of production as a result of this training? (Yes/No)
- 1.b: To what degree did implementing this plan improve your bottom line? 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 implementing this plan? Less than \$99, \$100 499, \$500 999, More than \$1000. (answers the expectation of improved profitability)

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)

Performance Measures and the Theory of Change – Putting it All Together

- ➤ Aligns producer outcomes with ERME's economic program goals
- Provides a rationale for how your project activities will lead producers to the desired results
- > Monitors project performance
- 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

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.



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/awardmanagement/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

2021 RFA's Submission & Award Timelines

One Stage Proposal Process

- Proposal Submissions, DUE by Thursday November 19, 2020
- > Award Decisions Announced by February 12, 2021
- ➤ Project Period April 1, 2021 to September 30, 2022

Budget Detail

- Consistency
 - Requested funding amount must be the <u>same</u> 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)

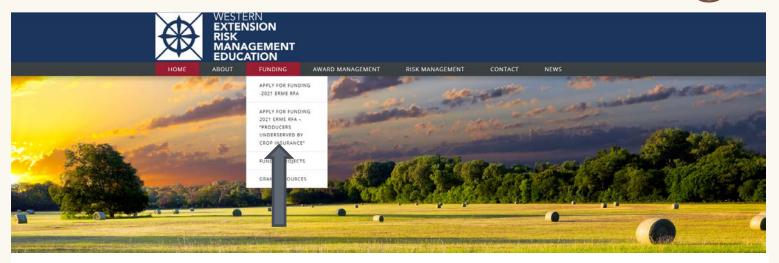
Project Director Training

>WEBINAR Project Orientation

> Details included in award letter

➤ Time - May, 2021(Day/Time TBD)

Western Center Home Page



Western Extension Risk Management Education Center

Serving Farmers and Ranchers Through Targeted Risk Magement Education

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

What's New...

- 2021 ERME Request for Applications Announced – TWO Funding Opportunities
 - o 2021 ERME RFA
 - o 2021 ERME Producers Underserved by Crop Insurance RFA
- The 'Art of Range' Podcast –
 Conservation as an Education
 Modium for the Age of



2021 National Conference – Omaha – Save the date! March 24th and 25th 2021

2020 Virtual Conference Content – 30 Minute Concurrent Sessions, Posters and Professional Development Session



Applying For Funding - ERME



Apply for Funding -2021 ERME RFA

The ERME 2021 Request for Application period is now open!

2021 RFA Timeline:

- November 19, 2021 Application Deadline
- February 12, 2021 Award Notification
- April 1, 2021 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 and \$5,000 for Exploratory Projects.

2021 Western Center Request For Applica is (RFA)

Online Application System and Registration: The online application system includes a user-based access within the Results Vern con 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.



Apply for Funding - Underserved



Apply for Funding -2021 ERME Underserved RFA

FUNDING OPPORTUNITY NOW OPEN- Risk Management Education for Producers Underserved by Crop Insurance

2021 Underserved RFA Timeline:

- November 19, 2020 Submission Deadline
- February 12, 2021 Award Notification
- April 1, 2021 Start Date for Funded Projects

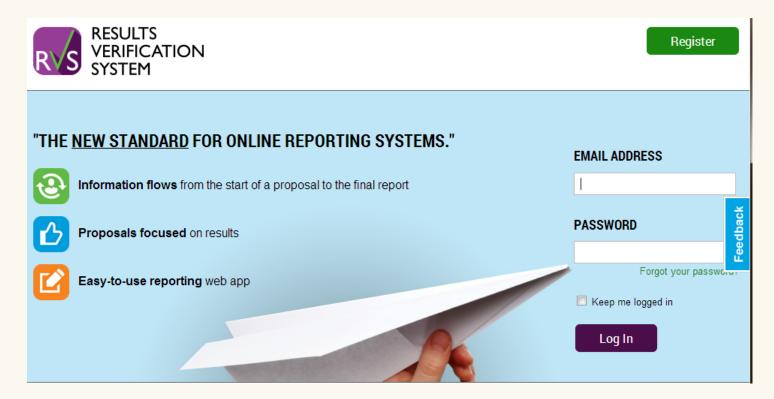
The Western Extension Risk Management Education Center (Western Center), in conjunction with the Northeast, North Central and Southern Centers, announce a funding opportunity for projects that help farm and ranch family succeed through targeted risk management strategies. The maximum amount of requested funding shall not exceed \$100,000.

2021 ERME Western Center Underserved Request For Applications (RFA)

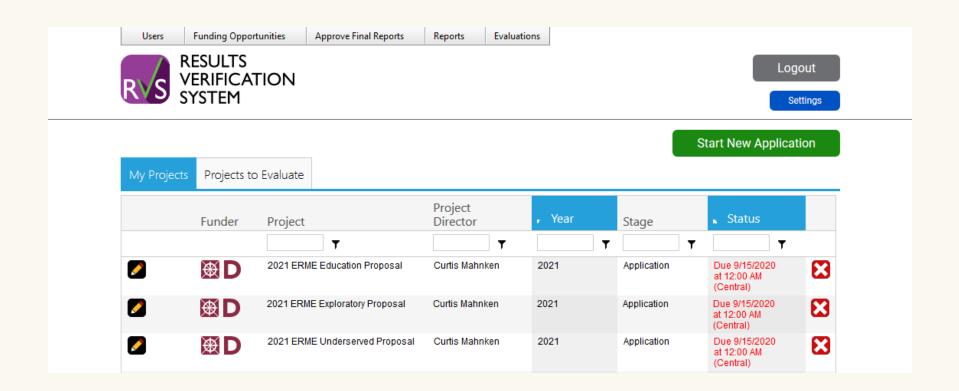
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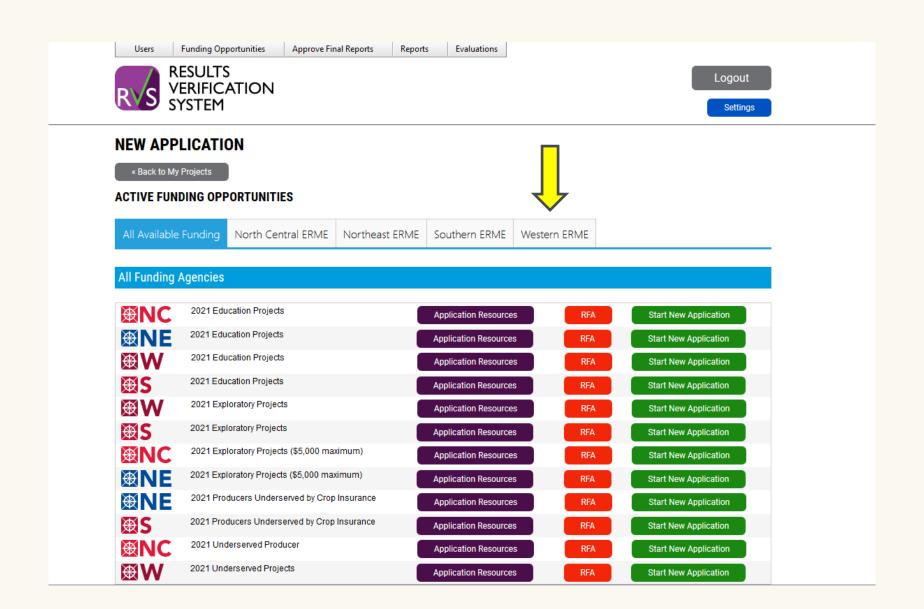


Registration Screen

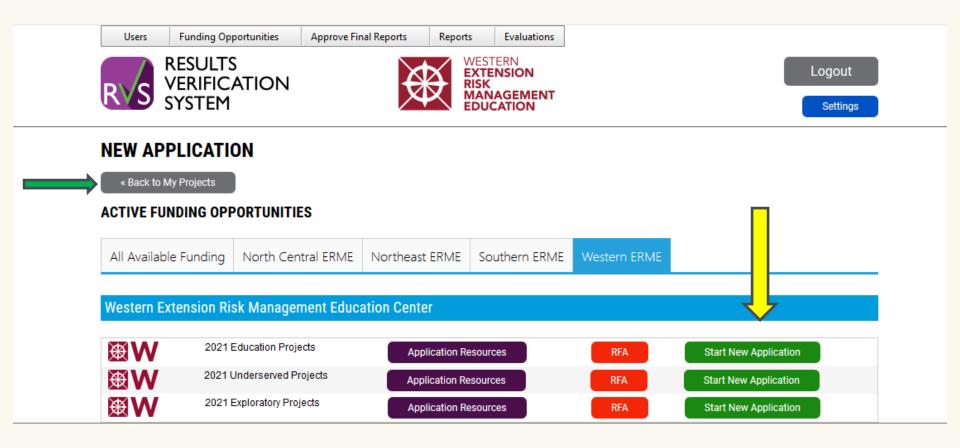


Start New Application





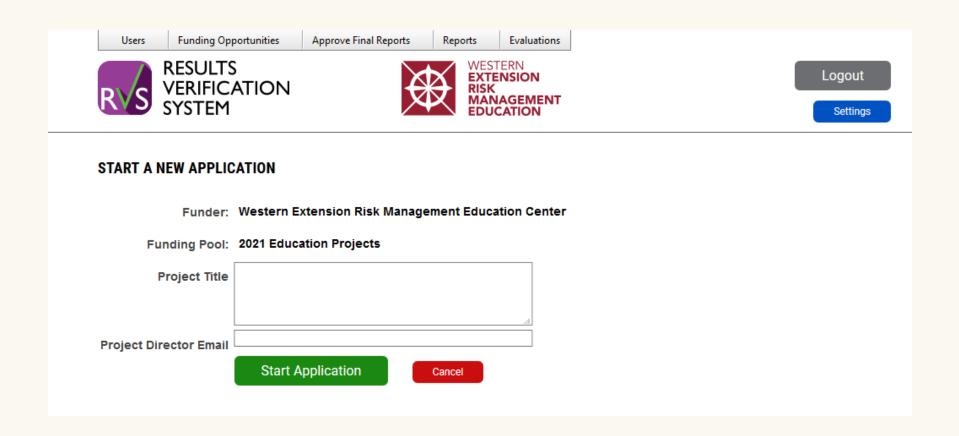
Login Screen



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







Evaluations

Reports











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

2021 ERME Education Proposal

Approve Final Reports

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









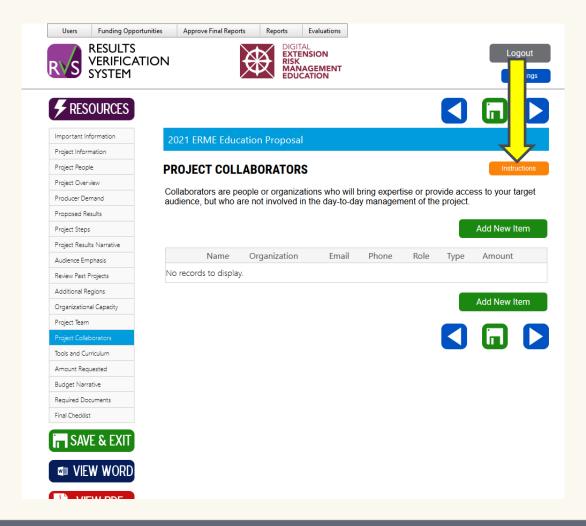








Application Instructions



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 Collaborators

➤ A letter of commitment is required from every collaborator.

➤ A collaborator cannot be saved until the required letters/documents have been uploaded

Project Team & Collaborators

Project Team			
Name	*	Name is required	^
Organization	*	Title is required	
Email Address	*	Email is required	
Phone Number	*	Phone is required	
Role	*	Role is required	
Is this a	Applicant Organization Member Non-Applicant Organization Member Consultant Sub-Award	<u>.#</u>	
Complete Package	View Letter		
Select a new letter to upload (PDF required)	* Browse No file selected.	PDF file upload required	
Budget Amount	For sub-awards, be sure to upload as one PDF: a sub-award budget form (utlizes the ERME Budget Form); 2) a separate budget narrative; and 3) a letter of commitment from the sub-awar organization outlining the organization's stateme	d	~



Co-Project Directors & Project Access Users

- ➤ List one Co-Project Director
- Can other people on my team or in my organization review my application?
 - ■Yes by creating an account in the RVS online application system
- >Title Keep short and concise

Application Tutorials

ERME RFA:

http://extensionrme.org/pubs/ApplicationTutorial.PDF

Underserved RFA:

http://extensionrme.org/pubs/ApplicationTutorial-Underserved.pdf

Proposal Resources

- Proposal Resources: http://extensionrme.org/Resources.aspx#RVS
- Performance Measures http://westrme.wsu.edu/news/
- RME for Native American Farmers and Ranchers: https://s3.wp.wsu.edu/uploads/sites/2162/2018/04/RME-Uniqueto-Amer-Indians-Findings-12-17.pdf
- Tribal MOU Development
 https://s3.wp.wsu.edu/uploads/sites/2162/2017/01/Tribal-MOU-Development.pdf
- RME for Hispanic Farmers and Ranchers: https://s3.wp.wsu.edu/uploads/sites/2162/2017/10/Hispanic-Fact-Sheet-2015.pdf

Thank you!

Questions?

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